MODERN PACKAGING

(Section 2 and part of regular edition—Vol. XV, No. 1, September 1941)

VOLUME 14

SEPTEMBER 1940 TO AUGUST 1941

RECEIVED SEP 10 1941 MIAMI UNIVERSITY LIBRARY

GENERAL ALPHABETICAL INDEX

A

	Month	Page
Aberle, Inc.—Ballet slipper hosiery container	December	46
Abbott Laboratories—Label for Alcolo (rubbing alcohol compound), complying with Internal Revenue Code	July	39
ADHESIVES		
Glue softener (Ardex); Atlas Powder Co.	February	90
Glue spreader; Glue-Fast Equipment Co., Inc.	February	92
Revenue stamp paste; Paisley Products, Inc.	February	92
Versatility in gluing mechanisms; requirements of different types of packaging materials. Dr. F. C. Campins	April	70
ADVERTISING		
Art Directors' Nineteenth Annual of Advertising Art (reviewed)	June	98
Back panel can labels; College Inn Food Products Co.	January	37
British wartime restrictions	November	96
Competition of model dairy utilizing paper containers	January	72
Display gallery	September	78
	October	80
	November	74
	December	68
	January	66
	February	78
	April	84
	May	102
	June	84
	July	72
	August	82
Occupancy tax law in New York City; effect on advertisers using store displays	November	71
Point of purchase; General Electric bulb display promotion; consumer testing activities. N. W. Townsend	February	73
Point-of-sale; store-door or window sign posters; printed cellulose	August	84
Sign letters of molded transparent plastic; Colorvision Ads, Inc.	October	104
Trademark advantages	September	112
Affiliated Products, Inc.—Opal jar with label information lithographed on closures; Edna Wallace Hopper creams	September	70
ALCOHOLIC BEVERAGES		
Amber-colored bottles of different shapes for 7 Crown and V.O. lines of Seagram's whiskey	December	34
Ancient age in modern dress; Schenley whiskey bottles	December	33
Bar display for Pabst Blue Ribbon Beer	June	81
Bottling plant with integrated conveyor system and control mechanism; details; F. & M. Schaefer Brewing Co.	April	91
Calvert's new bottling plant; combination of hand and machinery operations	February	81
Counter displays (ferris wheel) of specialty items; Ben Burk, Inc.	June	83
Decanter bottles with sampling closure; Standard Wine & Spirits Co., Inc.	April	54
Displays utilizing plastics	September	76
Distinctively designed cans; tie-in with other packages; color; Christian Feigenspan Brewing Co.	November	56
Family Ice Box display; dealer and consumer popularity; P. Ballantine & Sons	August	85
Gin labels abandon tradition; eye appeal of Newport gin package; McKesson & Robbins	December	32
Glass decanter set for domestic wines; Atlas Import and Export Corp.	January	40
Light ale and beer display symbol—Boston Lighthouse; Boston Beer Co.	February	48
Liquor design portfolio	December	36
Market tests resulting in new design for Four Roses whiskey containers; Frankfort Distilleries	December	35
Miniatures for a mass display; M. G. Shaw Co., Inc.	January	64
Old art in a new plant; production methods of G. F. Heublein & Bro.	September	85
Pilfer-proof wire racks; Schenley Distillers Corp.; Carstairs Distilling Co., Inc.	December	67
Powder Horn theme for whiskey bottle; G. F. Heublein & Bro.	February	60
Sampling with a gift box; set-up tray in folding carton for Virginia Dare wines; Garrett & Co., Inc.	December	30
Window display and integrated advertising plan with "Home for Christmas" theme; Seagram's	December	70
ALL-AMERICA PACKAGE COMPETITION		
Announcement of 1941 All-America	August	31
Awards, 1940	March	121
Display at Brooklyn Museum	June	86
Display in Department of Commerce building, Washington, D. C.	April	43
Honorable mentions, 1940	March	241
Judges	March	120
	August	33
Presentation dinner, April 1941	May	60
ALUMINUM		
British wartime use	November	100
Defense priorities; effect on packagers	March	111
German base for container-tubes	November	104
Steel substitute for round formed motor covers; F. X. Hooper Co., Inc.	August	99
United States production and consumption	November	114
Aluminum foil. *See* Foil.		
American Institute of Food Distribution (The)—Robinson-Patman Guide Book (reviewed)	October	98
American Management Association—Prophetic picture of packaging developments	January	82
Sponsorship of Packaging Conference and Exposition	February	96
	March	304
	April	60
American Molasses Co.—Multican display—mass counter, shelf or window—for supermarkets	April	49
Redesign project for Grandma's Molasses	December	52
American Optical Co.—Uniform containers with distinguishing colors for different types of lenses	June	74
American Paper and Pulp Assn.—The Dictionary of Paper (reviewed)	October	98
American Society for Testing Materials—Survey of permeability of containers to water vapor	April	66
American Tissue Mills—Transparent cellulose envelopes for housing sandwich bags	April	53
American Viscose Corp.—Plastic tags for rayon fabrics	April	36
America's Modern Plastics Exposition. *See* Plastics.		
Arden, Elizabeth—Acrylic resin display stands for summer cosmetics	October	104
Argentine Meat Producers Assn.—Shipment of pre-cooked beef	May	84
Ashaway Line & Twine Co.—Set-up display boxes with acetate inner lids	November	60
Atlas Import and Export Corp.—Cut-glass bottles in tantalus for domestic wines	January	40
Auburn Rubber Corp.—Novel display card for syndicate stores items	February	38
Ault & Wiborg Carbon & Ribbon Co.—Carbon paper and ribbon containers designed for career girls	August	54
Austin Packing Co.—Achieving low cost sales appeal for cracker products	November	81
Ayer, Harriet Hubbard, Inc.—Plastic compacts for eye shadow and cream rouge	April	51

B

	Month	Page
B. & D. Package Co.—Novelty toy containers for cookies, crackers, etc.	November	58
BAGS		
Bag making machinery:		
E. E. Anderson	November	84
Bag-O-Matic Co.	May	116
Invention	May	124
Simplex Wrapping Machine Co.	October	92
Burlap bag labeling; portable Autoclench; Bostitch, Inc.	February	96
Coffee bag awards at 4th annual packaging show	November	62
Cotton parts bag for industrial use; Ames Bag Machine Co.	June	95
Latex bags as carton lining for frozen foods	August	44
See also Cellulose; Paper bags; Pliofilm.		
Ballantine, P., & Sons—Family Ice Box display	August	85
Bamberger, L., & Co.—Packaging in laundry and dry cleaning service	March	114
Barr Rubber Products Co.—Play kit for rubber toys	October	57
Baskets. *See* Fibre Containers.		
Bates Fabrics, Inc.—Luggage style corrugated box for bedspreads	February	50
Bayer Co.—Plant modernization plan	December	73
Beer. *See* Alcoholic Beverages.		
Benson & Hedges—Hinged-lid cigarette boxes with sales appeal plus re-use value	January	54
Berkshire Knitting Mills—Hosiery boxes; design theme; display card with magnifying glass	October	58
Best Foods—Dispensing merchandiser for Nucoa	January	38
BEVERAGE INDUSTRIES		
Spinner mixers for blending bottled beverages; Crown Cork and Seal Co.	January	80
See also Alcoholic Beverages.		
Bloomingdale Bros., Inc.—Hosiery boxes with photographic design wraps	October	57

Printed in U. S. A. Acceptance under the Act of June 5, 1937, at Easton, Pa. Authorized October 7, 1936

	Month	Page
BOOK REVIEWS		
Art Directors' Nineteenth Annual of Advertising Art	June	98
Color—How to Use It. Sterling B. McDonald	March	320
The Dictionary of Paper; American Paper and Pulp Assn.	October	98
The Frozen Food Industry. Harry Carlton	June	98
Injection Molded Plastics; Elmer E. Mills Corp.	February	94
Marketing opportunites—1940; Lithographers' National Assn., Inc.	November	92
Marketing policies. Hugh E. Agnew and Dale Houghton	May	118
More Than Meets the Eye; decorative and protective coatings; Interchemical Corp.	June	98
1940 edition of "27," a pictorial record of contemporary commercial art	March	324
Output of Manufacturing Industries 1899–1937. Solomon Fabricant	May	118
Proceedings of the Frist Food Conference of the Institute of Food Technologists	March	320
Robinson-Patman Guide Book; The American Institute of Food Distribution	October	98
The Silk Screen Printing Process. J. I. Biegeleisen and E. J. Busenbark	March	320
The Story of Color. Faber Birren	January	82
Textolite; booklet of General Electric Co.	March	320
Trade-Names Index. Special Libraries Assn.	March	324
Type Specimens for Layout, Printing, Lettering. William Longyear	April	106
Wrapping Supply Manual; Store Management Group of the National Retail Dry Goods Assn.	October	100
Boston Athletic Shoe Co.—Corrugated container for ice skates with display and re-use value	December	48
Boston Beer Co.—Realism via molded latex; Boston Lighthouse as symbol for light beer and ale	February	48
BOTTLE CLEANING MACHINES		
Automatic rotary cleaner (Sanitair); U. S. Bottlers Machinery Co.	October	92
Improved 2-tube cleaner; U. S. Bottlers Machinery Co.	October	92
Streamlined rotary cleaners; Calvert Distilling Co.	February	82
Bottle filling machines. *See* Filling Machines.		
BOTTLES		
Amber-colored whiskey bottles, copper foil closures; Schenley Distillers Corp.	December	33
American glass in perfume and cosmetic industries	July	92
"Binocular types" for men's toiletries	March	298
Decanter bottles with sampling closure; Standard Wine & Spirits Co., Inc.	April	54
Differentiation between brands by different shaped bottles; Seagram	December	34
Cut-glass bottles in tantalus for domestic wines; Atlas Import and Export Corp.	January	40
Drawing ink containers; Chas. M. Higgins & Co., Inc.	April	56
Figurine design perfume bottles housed in mirror-back boxes; Helena Rubinstein, Inc.	February	49
Light weight for grape juice; National Grape Corp.	October	108
Masculine type for Vitalis; Bristol-Myers Co.	January	31
Nineteenth century types	May	53
Powder Horn theme for whiskey bottle; G. F. Heublein & Bro.	February	60
Sample containers for Hercules Powder Co. products	April	76
"Space-saver" milk bottle; Buck Glass Co.	February	92
Streamlined prescription bottle; Armstrong Cork Co.	October	96
"Tip-proof" for drug line "Wets"; medicine cabinet sizes; United Cigar Whelan Stores	March	294
Bourjois, Inc.—Frankly frivolous cosmetic gift boxes	October	52
BOXES		
Leather with wooden base as razor blade container re-usable as cigarette box; Magazine Repeating Razor Co.	January	36
Novelty design; bucket-type container for hosiery; Phoenix Hosiery Co.	January	39
Window type for rubber products (water bottles, etc.); Davol Rubber Co.	November	54
See also Folding Boxes and Display Cartons; Metal Containers; Plastics; Set-up Boxes; Shipping Containers; Transparent Containers.		
Bristol-Myers Co.—Redesigned Vitalis bottle	January	31
Tube packaging of "Mum for Men"; counter merchandiser	August	72
British wartime packaging	February	34
	April	39
	May	20
	June	68
	August	48
Brooklyn Museum—Contemporary industrial art exhibit; selections from All-America Package Competition	June	86
"Printed Art" exhibition	May	122
Brown & Sharpe Co.—Precision tool containers	September	45
Browne, Christopher W.—Appointment as editor of *Modern Packaging*	April	36
BUILDING MATERIALS		
Corrugated packaging of sandstone; Cleveland Quarries Co.	July	46
Insulation samples in transparent cellulose bags for house-to-house canvassing; Philip Carey Co.	April	52
BUNDLING MACHINES		
Adjustable giant bundler for wrapping magazines; The Cuneo Press, Inc.	June	54
Burk, Ben, Inc.—Counter display (ferris wheel) of specialty items	June	83
Buzza Co.—Molded plastic box for greeting cards	December	56
C		
Calvert Distilling Co.—New bottling plant; hand and machine operations	February	81
Canadian Oil Co., Ltd.—Brand and container standardization for oil, soap, etc.	April	45
CANDY AND CONFECTIONERY		
Automatic wrapping of Oh Henry candy bars; Williamson Candy Co.	October	90
Bulk sales of Lucy Allen bar candies encouraged by display box; Community Cooperative Industries	February	68
Counter merchandiser for sales and sample packages, Reed Co. Root Beer candy	January	38
"Deep embossing" applied to boxes; Gales Chocolate Co.	October	68
Federal Food, Drug and Cosmetic Act application	March	312
Mint lozenges in folding carton with hand drawn sketch of contents; New England Confectionery Co.	July	42
Wax that "blooms"; synthetic blend coating for candy wrappers. Leonard S. Levitt	August	41
Cans. *See* Fibre Containers; Tin Cans.		
Capping machines. *See* Sealing Equipment.		
Carey, Philip Co.—Insulation samples in transparent cellulose bags	April	52
Carstairs Distilling Co.—Pilfer-proof wire racks for whiskey bottles	December	67
Cartons. *See* Folding Boxes and Display Cartons.		
Castleton China, Inc.—Chinaware protection in cellulose-wadding-lined paper bags	May	92
CELLOPHANE		
Hosiery box with cellophane window; Sapphire Hosiery Corp.	November	54
Overwrap for thumb tack display cards; Waterbury Tack Co.	February	49
CELLULOSE		
Bags as containers of Pioneer Clams cans (3); display advantages; G. P. Halferty Co.	April	53
Bags for insulation product samples; Philip Carey Co.	April	52
Cellulose-lined cartons for shortening; handling technique; Luzon Industrial Corp.	July	88
Cellulose wadding as interior packing material	January	42
Cheese packaging by "Cellu-Wax" method	March	116
Gift packaging—spices in salad bowl; Durkee Famous Foods	January	50
Printed and laminated cellulose for gift wraps	May	86
Printing technique improvements; E. I. du Pont de Nemours & Co.	August	99
Store door or window sign posters; printed cellulose	August	84
Transparent envelopes for housing sandwich bags; American Tissue Mills	April	53
Transparent films as wrappers in Great Britain	November	99
CELLULOSE ACETATE		
British wartime restrictions	June	106
Cake guards for bakery use; Cushmans Sons, Inc.	August	56
Perfume box; re-use value; Millerand, Inc.	July	39
Sleeves for quarter-circle boxes housing figurine perfume bottles; Helena Rubinstein, Inc.	February	49
Tobacco container lid; Sutliff Tobacco Co.	April	52
Tobacco wrapper; Christian Peper Tobacco Co.	January	41
Charles of the Ritz—Powder blending stand of transparent plastics	October	47
Victorian designs for new cosmetic line	November	50
Charlton, D. E. A.	June	33
CHEMICALS		
Bleaching properties of sodium chlorate; Mathieson Alkali Works, Inc.	November	86
Sound-and-color motion picture, "A new world through chemistry"; E. I. du Pont de Nemours & Co., Inc.	November	92
See also Drug Trade.		
CHEWING GUM		
Three-in-one gum wrapper	June	44
Waxed paper glassine wrapper, replacing aluminum foil; Wrigley	July	38
CHILDREN'S PACKAGES		
Educational toys; windowed, double-wall carton; Kitts, Inc.	September	54
See also Toys.		
Chinaware in cellulose-wadding-lined paper bags; Castleton China, Inc.	May	92
Christmas packages. *See* Gift Packaging.		
CIGARETTES		
Hinged-lid set-up boxes with sales appeal plus re-use value; Benson & Hedges	January	54
CIGARS		
Re-introduction of old brand via gift box; The Deisel-Wemmer-Gilbert Corp.	February	48
Cleveland Quarries Co.—Sandstone packaging in individual pieces; corrugated board	July	46
Closure lacquering machine; Paasche Airbrush Co.	March	316
CLOSURES		
Air-proof seal and re-seal for pocket inhaler; McKesson & Robbins, Inc.	February	106
Air-proof, single-shell cover for humidor jar; R. J. Reynolds Tobacco Co.	December	46
Air-tight, moisture-vapor-proof without mechanical equipment	September	87
Applicator attachments for collapsible tubes; metal closures; The Ohio Cosmetics Co.	October	54
Automatic, molded plastic closure for non-metallic collapsible tubes; Cavalier Cap Corp.	September	90
Automatic molding of threaded parts; F. J. Stokes Machine Co.	September	90
Blown glass stopper as sampling container; Standard Wine & Spirits Co.	April	54
Brass for cologne bottles, wood for bath salts; Allen B. Wrisley Distributing Co.	October	59
Collapsible tube closure incorporating applicator; The Ohio Cosmetics Co.	March	113
Cork shortage	August	98
Disk liner sealed on jelly glass with viscose band	May	88
Flat caps for lard cartons	January	76
Glass for porcelain flacons	October	58
Inch deep plastic closure for shampoo tube; House of Lechler	July	38
Metallic luster	August	100
Milk bottle closure—Sealon Hood; Sealright Co., Inc.	April	102
Phenolic molding material	July	56
Plastics closures as metal savers	November	115
Potato bags	February	108
Re-sealing bottle cap; Magneseal Co.	March	318
Shell closures for fish bowl shape jars designed for catsup and chili sauce; P. J. Ritter Co.	October	60
Six-lug-lock-top closure for bulk container; Horlick's Malted Milk Corp.	February	47
Smooth-sided single-shell closure; Anchor Hocking Glass Corp.	February	92
Sway cap on nail polish bottles; Northeastern Products, Inc.	July	40
Two-piece closures and segmented groove cap for		

	Month	Page
catsup and chili sauce containers; Anchor Hocking Glass Corp.	January	78
Wire-cored closures for cellulose bags	April	39
CLOTHING		
Plastic forms for display of children's wearing accessories; Frank Maxwell Co.	October	104
See also Haberdashery; Hosiery.		
COATINGS		
Coated board at uncoated price	August	99
More Than Meets the Eye; decorative and protective coatings; Interchemical Corp.	June	98
Protective coatings; factors involved in use of lacquers and lacquer coatings. Robert Gordon	August	35
COFFEE PACKAGING		
Awards at 4th annual packaging show (*Spice Mill*).	November	62
Laminated bags and automatic heat-sealing equipment; Euclid Coffee Co.	February	86
Trade name prominence in new design; C. D. Kenny Co.	May	76
COLLAPSIBLE TUBES		
Brush-tipped self-feeding tubes for nail polish; The Ohio Cosmetics Co.	October	54
German wartime developments	November	35
	November	104
Non-metallic collapsible tube with automatic, molded plastic closure; Cavalier Cap Corp.	September	90
Shampoo container with plastic closure cap; House of Lechler	July	38
Tube packaging of "Mum for Men"; counter merchandiser; Bristol-Myers Co.	August	72
College Inn Food Products Co.—Back-of-label salesmanship	January	37
Soup rack with heating device	January	65
COLOR		
Can label (fruit and vegetable) study of Institute of Package Research based on Franzen-Meloy data	January	23
Christmas vs. patriotic colors	May	43
Color—How to Use It (reviewed). Sterling B. McDonald	March	320
Colored containers for white goods; Pacific Mills	February	70
Effect of modern lighting conditions on color in package designing	September	104
Incorporation of color of metal can in label design; Christian Feigenspan Brewing Co.	November	56
Ink hues and textures	February	41
Maroon lithographing, printing, etc., for sample containers of Hercules Powder Co. products	April	76
Predictions for fall and holiday seasons	May	45
The Story of Color (reviewed). Faber Birren	January	82
Uniform design and color scheme for typewriter carbon and ribbon containers; identification by end labels; Ault & Wiborg Carbon & Ribbon Co.	August	54
What Are the Best Selling Colors? Booklet issued by Eagle Printing Ink Co.	June	98
Yellow, in harmony with products (oil, soap, etc.); Canadian Oil Co., Ltd.	April	45
Colorvision Ads, Inc.—Sign letters of molded transparent plastic	October	104
Columbia-Bedford Corp.—Cone-top oil cans with crown closure, packed four to a die-cut carrying carton	June	80
Community Cooperative Industries—Bulk sales of bar candies through display device	February	68
Conestoga Cream & Cheese Mfg. Corp.—Super-marketin cream cheese	June	76
CONSUMER CONVENIENCE		
Constructional innovations to fit consumers' desires.	March	113
Handling packages; effect on designing	September	106
Recipes and identifying illustrations in macaroni packaging; Foulds Milling Co.	February	40
CONSUMERS		
How to test consumer food preferences; summary of address by C. L. Arnold	August	70
Reaction to grade labeled canned foods; survey by U. S. Agricultural Marketing Service	May	118
CONVEYORS		
Every type included in macaroni plant; V. La Rosa & Sons, Inc.	July	78
Integrated system at bottling plant; F. & M. Schaefer Brewing Co.	April	91
Let conveyors do the job; economic advantages; types of conveyors	June	49
Packing table conveyors converging in pairs to feed case sealers; Calvert Distilling Co.	February	85
System of National Grape Corp. (processing grape juice)	October	85
Copper bowls. *See* Metal Containers.		
CORD		
Fibre-Flex display cord; Grand Rapids Fibre Cord Co.	November	82
CORK		
United States supply; closure needs	November	114
	August	98
Corn Products Refining Co.—Syrup container as table server	December	44
CORRUGATED BOARD		
Corrugated board and its component parts as engineering materials. T. A. Carlson	April	72
Packaging sandstone in individual pieces; Cleveland Quarries Co.	July	46
See also Shipping Containers.		
COSMETICS AND PERFUMERY		
Acrylic resin display stands; Elizabeth Arden	October	104
Aromatic herbs; Hawthorne Distributors	January	96
Brush-tipped self-feeding tubes for nail polish; The Ohio Cosmetics Co.	October	54
Ensemble gift boxes; Bourjois, Inc.	October	52
Figurine design bottles housed in mirror-back boxes; Helena Rubinstein, Inc.	February	49
Filling of powder containers	September	72
Glass domes and figurines for miniature perfume containers; Surlin and Co.	October	70
Government regulation. *See* Law and Legislation.		
Guest powder (4 shades) box; Germaine Monteil	January	39
Margo gets family tree; uniform motif and background for different boxes and bottles; Elmo Sales Corp.	July	44
Molded transparent containers for Saks Fifth Avenue department store	October	47
Opal jar with label information lithographed on closures; Affiliated Products, Inc. (Edna Wallace Hopper creams)	September	70
Perfume box simulating radio; plastic material; re-use value; Millerand, Inc.	July	39
Plastic compacts for eye shadow and cream rouge; Harriet Hubbard Ayer, Inc.	April	51
Porcelain flacons with re-use value; glass closures; set-up paper boxes; L'Orle Parfums Co.	October	58
Powder blending stand of transparent plastics; Charles of the Ritz	October	47
Powder box featuring Scarlett O'Hara in plastics; Pinaud, Inc.	October	56
Shulton's Desert Flower line in plastic containers with re-use value	June	72
Sustaining surprises; plastic novelty boxes for nail preparations; sway cap on polish bottles; Northeastern Products, Inc.	July	40
Transparent packaging. Felix Lévy-Hawes	November	66
Transparent plastic sheets for display groups; Frank Maxwell Co.	October	104
Victorian designs for new cosmetic line; Charles of the Ritz	November	50
See also Toilet Accessories.		
COUNTER DISPLAYS		
Agfa's multi-merchandiser	July	65
Bar display for Pabst Blue Ribbon Beer	June	81
Blend-Your-Own tobacco kit; John Middleton, Inc.	December	71
Book-type package for pipe and pipe mixture; P. Lorillard Co.	December	45
Break-back display for soup-mix pliofilm-lined bags.	April	38
Bulb (electric) baskets	February	75
Candy bars in "take-home" boxes; Community Cooperative Industries	February	68
Corrugated containers of color ensemble kits of Higgins' ink	April	56
Display cards for nail polish tubes; The Ohio Cosmetics Co.	October	54
Display mannequin on replica of stocking box; Sapphire Hosiery Co.	November	54
Duo units for Logan Laboratories' antiseptic powder.	December	48
Family Ice Box display; dealer and consumer popularity; P. Ballantine & Sons	August	85
Ferris wheel for liquor specialities; Ben Burk, Inc.	June	83
Flashlight unit; Ray-O-Vac Co.	November	72
Hardware methods and practices. Arthur H. Van Voris	June	60
Hosiery in golden ballet slipper; Aberle, Inc.	December	46
Merchandiser for mechanical pencil leads; W. A. Sheaffer Pen Co.	June	81
Millions of knives on cards; sales results; Imperial Knife Co., Inc.	August	79
Pilfer-proof wire racks; Schenley Distillers Corp.; Carstairs Distilling Co., Inc.	December	67
Merchandiser for sales and sample packages; Reed Co. Root Beer candy	January	38
Miniature wine bottles for a mass display; M. G. Shaw Co., Inc.	January	64
Molded black acetate razor container; Magazine Repeating Razor Co.	January	36
Phonograph records—promotional bulletins in set-up dispensing boxes; Timely Records, Inc.	April	118
Plastic unit for cigarette holders and pipe cleaners; Kenilworth Pipe Co.	July	50
Razor and razor blade cabinet; Gillette Safety Razor Co.	August	77
Reproduction in molded latex of Boston Lighthouse as a back bar display symbol of light beer and ale	February	48
Self-easeling pencil box; Reliance Pencil Co.	February	46
Set-up box container for toiletry ensemble; Allen B. Wrisley Distributing Co.	October	59
Set-up shipper counter displays	September	80
Skate carry kit (airplane theme); Boston Athletic Shoe Co.	December	48
Smoked turkey display piece for 12 jars; Pinesbridge Farm	October	62
Soup rack with heating device; College Inn Food Products Co.	January	65
Transparent plastic display chest; International Silver Co.	January	63
Transparent tubes containing table-tennis balls in hinged set-up box; Harvard Table Tennis Co.	January	41
Two-direction visibility of tobacco carton; Christian Peper Tobacco Co.	January	41
V-Belts in orange and black boxes; The Dayton Rubber Mfg. Co.	August	62
Wine bottle tray in folding carton; Garrett & Co., Inc. (Virginia Dare wines)	December	30
See also Dispensers.		
Crary, Nathan—Inventor of wooden pill boxes	May	54
Cruver Mfg. Co.—Molded plastic box for playing cards	December	56
Cushman's Sons, Inc.—Cake guards of cellulose acetate for bakery use	August	56
CUTLERY		
Millions of knives on cards; sales results; Imperial Knife Co., Inc.	August	79

D

DAIRY EQUIPMENT		
Microbiology of paper containers used in food packaging. J. R. Sanborn	August	46
Milk bottle closure—Sealon Hood; Sealright Co., Inc.	April	102
Model dairy utilizing paper containers; Twin Ports Cooperative Dairy Assn.	January	71
"Space-saver" milk bottle; Buck Glass Co.	February	92
DAIRY PRODUCTS		
Cheese packaging by "Cellu-Wax" method	March	116
Photographic history of new Land O'Lakes Creameries' package	December	38
Super-marketing cream cheese; pliofilm wrap printed in different colors to identify types of cheese; Conestoga Cream & Cheese Mfg. Corp.	June	76
Dazey Churn & Mfg. Co.—Gift packaging of crank-operated can opener; sales increase	February	50

	Month	Page
DEPARTMENT STORES		
Gift packaging service	September	62
	May	50
Gift wraps of printed and laminated cellulose	May	86
Packaging in connection with laundry and dry cleaning; L. Bamberger & Co.	March	114
Play kit of rubber toys taps department store market; Barr Rubber Products Co.	October	57
DISPENSERS		
Counter merchandiser for "Mum for Men."	August	72
Counter merchandiser for Root Beer candy	January	38
Merchandiser for Nucoa; Best Foods	January	38
Plastic merchandisers	September	76
Protective single tablet packet for Alka-Seltzer; display cards	September	58
Self-dispensing device for shoe cream; Shu-Milk Products Corp.	March	113
Sprayers and dispensers of plastic materials; Wilco Co.	March	315
Display gallery. *See* Advertising.		
DISPLAYS		
Christmas display; manufacturer's modernization of old symbols. F. D. Gonda	May	99
Commercial murals for forceful Christmas display. W. L. Stensgaard	May	95
The cooperative idea in display; securing dealer good-will. Francis D. Gonda	December	65
Display as a factor in package merchandising. W. L. Stensgaard	April	68
Forms for lighted and unlighted displays; cellulose acetate sheeting; J. M. Gordon Co., Inc.	October	104
Giant cartons as a medium	April	86
Hosiery display card with magnifying glass; Berkshire Knitting Mills	October	58
Methods of testing effectiveness (Lincoln Jones); survey by Institute of Package Research	October	77
Multican display—mass counter, shelf or window, for supermarkets; American Molasses Co.	April	49
Occupancy tax law in New York City; effect on advertisers using store displays	November	71
Planning plastic displays; development of techniques. J. Gordon Lippincott	September	75
Plastic containers for playing and greeting cards	December	56
Progress in fabrication and utilization	March	117
Seasonal sales appeals with one "stage" display and five scene changes (statuettes); Sheaffer Pen Co.	September	82
Set-up display boxes with acetate inner lids; Ashaway Line & Twine Co.	November	60
Transparent plastic sheets for display groups (cosmetics, children's clothing); Frank Maxwell Co.	October	104
See also Counter, Floor, Metal, Motion, Window Displays.		
Disston, Henry & Sons, Inc.—Transparent acetate vial for files	November	60
Doall Co. (The)—Lithographed metal box for band saws	November	56
DRUG TRADE		
Counter punch for drugs; increasing sales through packaging devices; C. E. Jamieson & Co.	July	48
"Ethical" packaging plant; operating technique; manual operations; Hoffmann-La Roche plant. Walter S. Ross	August	87
Giant stores; effect on packaging	September	35
Government regulation. *See* Law and Legislation.		
Labels for rubbing alcohol compound; Abbott Laboratories	July	39
Plant modernization plan; box and bottle filling operation; automatic cartoning; Bayer Co.	December	73
Plant operations of McKesson & Robbins based on gravity flow, flexibility, mobility; details	May	105
Protective single tablet packet for Alka-Seltzer; display cards; Miles Laboratories, Inc.	September	58
Vitamin product in 12-capsule unit; jewel box appearance; The Norwich Pharmacal Co.	October	66
Redesign on a mass scale; family groups; United Cigar Whelan Stores	March	286
Window display (map) linking home (health) defense with hemisphere defense; E. R. Squibb & Sons	July	71
Window display of vitamin products; Upjohn Co.	November	73
du Pont de Nemours, E. I., & Co., Inc.—Sound-and-color motion picture, "A New World Through Chemistry"	November	92
Durkee Famous Foods—Salad bowl for spice packages; gift merchandising	January	50

E

Eagle Printing Ink Co.—What Are the Best Selling Colors? Booklet	June	98
Eastman Kodak Co.—Transparent Packaging Laboratory, providing experience for makers of rigid transparent containers	April	98
Electric eye. *See* Photoelectric Cell.		
ELECTRICAL APPARATUS AND APPLIANCES		
Bulb display promotion; consumer testing activities of General Electric Co. N. W. Townsend	February	73
Flashlight display unit; Ray-O-Vac Co.	November	72
Gift boxes with re-use value; "newly-wed" market promotion; Landers, Frary & Clark	August	60
Elmo Sales Corp.—Margo gets family tree; uniform motif and background for different boxes and bottles.	July	44
English packaging. *See* British wartime packaging.		
Ethylcellulose sheeting. *See* Transparent Containers.		
Euclid Coffee Co.—Laminated bags and automatic heat-sealing equipment	February	86
EXHIBITIONS		
America's Modern Plastics Exposition. *See* Plastics.		
Contemporary industrial art at Brooklyn Museum; selections from All-America package competition.	June	86
Packaging exhibit of farm produce at New York State Fair	November	90
See also Package Contests.		
EXPLOSIVES		
Sample family of bottles, cans, drums and pails; Hercules Powder Co.	April	74
EXPORT PACKAGING		
Modern Export Packing (reviewed). Joseph Leeming	October	98
Slant-walled carton for cooking and heating appliances; reduction of export shipping costs; Sun Flame Appliances, Ltd.	September	66
EYE APPEAL		
Rationalized gift planning; Promotion Units, Inc.	October	76
Traditional gin label replaced by bright colors; McKesson & Robbins	December	32
Transparent window (in form of a bass) set-up boxes for fishing lines; U. S. Line Co.	January	68
Well dressed apples	July	27

F

Fabrics. *See* Textile Products.		
Families of packages. *See* Package Families.		
FANCY PAPERS		
Box papers designed with a camera; figurines in design and display; Marshall Field & Co.	November	42
Box wraps of photographic design for Bloomingdale hosiery	October	57
Holiday designs for 1941	May	41
Imports; replacement by domestic supply	March	110
FIBRE CONTAINERS		
Apple packaging	July	90
Baskets as herb containers; re-use; Hawthorne Distributors	January	32
Berry crates	February	31
Drug line of "Drys"; United Cigar Whelan Stores	March	293
Fibre oil can; construction technique; advantages.	September	44
Industrial hose container with dispensing panel; Goodyear Tire & Rubber Co.	February	72
Latex bag container for use with quick-freezing package of liquids or semi-liquids	September	87
Luggage style corrugated box for bedspreads; Bates Fabrics, Inc.	February	50
Sales appeal of fibre cans for drug products; metal top and base, cellophane window	July	94
Simplified practice recommendations	September	112
Slant-walled carton for cooking and heating appliances; reduction of export shipping costs; Sun Flame Appliances, Ltd.	September	66
See also Shipping Containers.		
Field, Marshall & Co.—Box papers designed with a camera; figurines in design and display	November	42
FILLING MACHINES		
Automatic packer-weigher; U. S. Automatic Box Machinery Co., Inc.	April	102
Automatic rotary vacuum filler; International Filling Machine Corp.	January	78
Beer filler for steel bottle; Crown Cork and Seal Co.	February	90
Bottling plant of F. & M. Schaefer Brewing Company	April	93
Bottling room of National Grape Corp.	October	88
Box and bottle filling; Bayer Co.	December	73
Carton filler for lard; F. Hilgemeier & Bro.	January	76
Carton filling in macaroni plant; V. La Rosa & Sons, Inc.	July	76
Device for net weight filling of bags, envelopes, cans, etc.; Weigh Right Automatic Scale Co.	April	102
Drug plant operations; McKesson & Robbins	May	112
Hand-operated bagger (Paxall); The Exact Weight Scale Co.	March	316
Large-size bottle fillers; Calvert Distilling Co.	February	82
Milk containers in model dairy	January	72
Portable bag filling units; Sanitary Dispenser Co.	February	90
Powder filler for face powder drums; Stokes & Smith Co.	March	316
5- and 10-cent store Annual Packaging Show—Packaging Contest awards	February	99
FLOOR DISPLAYS		
Dispensing merchandiser for Nucoa; Best Foods	January	38
Pilfer-proof wire racks; Schenley Distillers Corp.; Carstairs Distilling Co., Inc.	December	67
Transparent cellulose bags, with sales messages printed in primary colors, containing Pioneer Clams bags; miniature billboards; G. P. Halferty Co.	April	53
FOIL		
Candy box covering; Gales Chocolate Co.	October	86
Pliofilm lined aluminum foil for single tablet Alka-Seltzer packet	September	58
Substitute for aluminum foil—Reynolds Plastic Finish	April	106
War economy substitutes	July	56
FOLDING BOXES AND DISPLAY CARTONS		
Ashcroft gauge containers; product identification; space saving; Manning, Maxwell & Moore, Inc.	June	80
Book-type package for pipe and pipe mixture; P. Lorillard Co.	December	45
Break-back display carton for candy bars; Community Cooperative Industries	February	68
British wartime economies	November	33
	February	64
Cellulose-lined cartons for shortening; handling technique; Luzon Industrial Corp.	July	88
Colored containers for white goods; Pacific Mills	February	70
Consumer appeal of toy shaped containers for crackers, cookies, etc.; B. & D. Package Co.	November	58
Consumer packaging of lard; F. Hilgemeier & Bro.	January	74
Counter unit for Logan Laboratories' antiseptic powder	December	48
Deceptive packaging; avoidance measures urged by Folding Paper Box Association of America	December	57
Double-wall carton, windowed for Sticker Kit toys; Kits, Inc.	September	54
Dummy cartons for window displays	June	89
Foil covered carton for crank-operated can opener; Dazey Churn & Mfg. Co.	February	50
Ice cream pie transparent window carton; Sutherland Paper Co.	November	86
Mint lozenges in folding carton with hand drawn sketch of contents; New England Confectionery Co.	July	42
Photographic history of new Land O'Lakes Creameries' package	December	38
Pre-cut letterhead package; Munising Pak	January	42
Quarter circle shape with foil base and lining for perfume bottles; Helena Rubinstein, Inc.	February	49

	Month	Page
Rectangular carton for tea; C. D. Kenny Co.	May	76
Redimensioning of macaroni packages to meet legal requirements; Foulds Milling Co.	February	40
Sculptured folding boxes; development of compensated scoring. Richard Eaton Paige	October	49
Self-easeling pencil box and outer container; Reliance Pencil Co.	February	46
Square cartons for Vitalis bottles; Bristol-Myers Co.	January	31
Two-direction visibility in tobacco display; Christian Peper Tobacco Co.	January	41
Window carton for clothes pins; Spencer Wood Products Co.	January	52
Window cartons overwrapped with transparent cellulose for cracker products; Austin Packing Co.	November	81
Wine carton—gift package; Garrett & Co., Inc. (Virginia Dare wines)	December	30
FOOD DISPLAY		
Dispensing merchandiser for Nucoa; Best Foods	January	38
Soup rack with heating device; College Inn Food Products Co.	January	65
FOOD PACKAGING		
Advertising value of back panel can labels; College Inn Food Products Co.	January	37
Apples; gathering, wrapping, packing; wood and fibre containers; protection; eye appeal	July	27
Army emergency ration	November	38
Army experiments on food containers; summary of address by R. A. Iskar	August	68
Army food label controversy	February	45
Army specifications. Walter S. Ross	May	78
Bags of cellulose or rubber hydrochloride materials	March	115
Bulk quick-freezing package; latex bag-lined carton for use with liquids and semi-liquids	September	87
Cake guards of cellulose acetate for bakery use; Cushmans Sons, Inc.	August	56
Can label (fruit and vegetable) study of Institute of Package Research based on Franzen-Meloy data	January	23
Celery preserving technique of Pliofilm-Pak Cooperators	November	48
Cellulose bags as containers; of Pioneer Clams cans (3) display advantages; G. P. Halferty Co.	April	53
Cellulose-lined cartons for shortening; handling technique; Luzon Industrial Corp.	July	88
Consumer appeal of toy shaped containers for crackers, cookies, etc.; B. & D. Package Co.	November	58
Consumer convenience features with conformation to legal requirements; Foulds Milling Co. (macaroni)	February	40
Consumer packages of lard; F. Hilgemeier & Bro.	January	74
Consumer survey of grade labeling of canned products	December	57
Cooked in its wrapping; Kingan's Tasti-Square Meat loaf	August	66
Cracker products for lunch counters; Austin Packing Co.	November	81
Current trends; need for better protective materials; flexible packages for free liquids; summary of address by C. A. Southwick	August	68
Dehydrated foods	March	116
	April	38
Design for dealers; convenience features in bulk container; Horlick's Malted Milk Corp.	February	47
Farm produce packaging exhibit at New York State Fair	November	90
Food Conference, Proceedings of (reviewed)	March	320
The Frozen Food Industry (reviewed). Harry Carlton	June	98
Glass jars, fish bowl shape, for catsup and chili sauce; P. J. Ritter Co.	October	60
Government regulation *See* Law and Legislation.		
Grade labeled canned foods; survey of consumer reaction to	May	118
Heat-seal papers for meat products; Dennison Manufacturing Company	November	82
Herbs in attractive packages; Hawthorne Distributors	January	32
Insect infestation prevention; summary of address by W. C. O'Kane	August	68
Jelly gift packaging in re-use containers; Goodman Bros.	May	88
Latex bags as carton lining for frozen foods	August	44
Machine packaging of lettuce	February	32
Macaroni, spaghetti and egg noodles; packaging one million pounds weekly; mechanized operations; V. La Rosa & Sons, Inc.	July	75
Meat labeling requirements	April	109
Meat shipment from Argentine; pre-cooking, Pliofilm wrapping, hermetic sealing	May	84
Microbiology of paper containers used in food packaging. J. R. Sanborn	August	46
Oil impregnation of container boards, eliminating use of waxed paper	April	39
Prepacking; cost comparison with bulk handling and selling in retail stores. Chas. H. Lilienfield	April	62
Progress in vegetable packing; lettuce, carrots, potatoes. Paul Work	February	29
Redesign project for Grandma's Molasses; The American Molasses Co.	December	52
Re-use containers; salad bowl for spice packages; Durkee Famous Foods	January	50
Rigid transparent canisters as containers	December	60
Standard containers (wartime economy) in England	August	48
Standardized jar and cap, unusual color scheme and lettering; Pinesbridge Farm smoked turkey	October	62
Sub-divided cans for whole tomatoes; Roach-Indiana Corp.	April	50
Syrup container as table server; Corn Products Refining Co.	December	44
Tape bunching of carrots	February	32
Tin containers for cookies, cakes and candies; designs of Saul Stein Associates	October	59
Transparent Pliofilm bags for pickled delicacies in partitioned corrugated container; King-Fuller Co.	October	72
Wax that "blooms"; synthetic blend coating for candy and hot food wrappers. Leonard S. Levitt	August	41
See also Dairy Products; Groceries.		
Foulds Milling Co.—Redesigned macaroni packages from consumer's viewpoint	February	40
Frankfort Distilleries—Seeking high income sales through redesigned Four Roses package	December	32
Franzen-Meloy data on fruit and vegetable can labels	January	23

G

	Month	Page
Gales Chocolate Co.—"Deep embossing" applied to boxes.	October	68
GARDEN SUPPLIES		
Plant Pantry packed in re-seal bags housed in decorated corrugated container; A. H. Hoffman, Inc.	November	46
Garrett & Co., Inc.—Sampling with a gift box; set-up tray in folding carton	December	30
General Aniline & Film Corp.—Agfa Ansco's multi-merchandiser	July	65
General Electric Co.—Bulb display promotion; consumer testing activities	February	73
Textolite; booklet of G.E. operations in plastic industry	March	320
GIFT PACKAGING		
Blueprint of gift packaging; effect of U. S. defense program	May	37
Bucket-type container for hosiery; Phoenix Hosiery Co.	January	39
Department store gift practices	May	50
Electrical trousseau; "newly-wed" market promotion; Landers, Frary & Clark	August	60
Father's Day packages; Pioneer Suspender Co.	May	82
Frivolity in cosmetic ensembles; Bourjois, Inc.	October	52
Gift note as keynote for toiletry package designs; Allen B. Wrisley Distributing Co.	October	59
Glass domes and figurines for miniature perfume containers; Surlin and Co.	October	70
Hardware; crank-operated can opener; Dazey Churn & Mfg. Co.	February	50
Hinged-lid cigarette boxes with sales appeal plus re-use value; Benson & Hedges	January	54
Intrinsic value of packaging service	September	62
Jellies in glasses with wire serving rack; Goodman Bros.	May	88
"Mother's Own" tool set in attractive set-up box; The Peck, Stow and Wilcox Co.	December	44
Pre-packed gift set of golf balls; Acushnet Process Sales Co.	January	40
Printed and laminated cellulose for gift wraps in department stores	May	86
Razor packages with re-use and display value; Magazine Repeating Razor Co.	January	36
Re-introduction of old brand; cigar container with re-use value; The Deisel-Wemmer-Gilbert Corp.	February	48
Re-use containers; salad bowl for spice packages; Durkee Famous Foods	January	50
Shaving accessories; J. B. Williams Co.	December	29
Simplified gift line pays; gift planning of Promotion Units, Inc.	October	74
Traditional Christmas themes	May	48
Utilitarian objects in holiday dress; Stanley tools	September	68
Wine carton (Virginia Dare); Garrett & Co., Inc.	December	30
Gillette Safety Razor Co.—Razor and razor blade cabinet	August	77
Window display; glamor girl for razor blades	April	83
GLASS CONTAINERS		
Domes for miniature perfume vials; Surlin and Co.	October	70
Domestic glass for cosmetic packaging	March	110
Fish bowl shape jars for catsup and chili sauce; P. J. Ritter Co.	October	60
Opal jar with label information lithographed on closures; Affiliated Products, Inc. (Edna Wallace Hopper creams)	September	70
Standardized forms; effect on production	April	66
Standardized jar and cap, unusual color scheme and lettering; Pinesbridge Farm smoked turkey	October	62
Syrup container as table server; Corn Products Refining Co.	December	44
United States productivity; bearing on national defense	November	112
Wartime use in Europe	November	35
	November	101
	April	112
See also Bottles.		
Goodrich, B. F., Co.—Bulletin on manufacture of rubber printing plates	June	98
Goodyear Tire & Rubber Co.—Industrial hose container with dispensing panel	February	72
Gordon, J. M., Co., Inc.—Forms for lighted and unlighted displays; cellulose acetate sheeting	October	104
GROCERIES		
Giant stores; effect on packaging	September	35
See also Food Packaging.		

H

	Month	Page
HABERDASHERY		
Blue ribbon daddies; Father's Day packages; Pioneer Suspender Co.	May	82
HAIR PREPARATIONS		
Home-user demands result in new bottle shape, labels and cartons for Vitalis; Bristol-Myers Co.	January	31
Halferty, G. P., Co.—Cellulose bags as containers of Pioneer Clams bags; display advantages	April	53
HARDWARE		
Cellophane overwraps for thumb tack display cards; Waterbury Tack Co.	February	49
Folding carton for Ashcroft gauges; product identification; space saving; Manning, Maxwell & Moore, Inc.	June	80
Giant stores; effect on packaging	September	35
Gift packaging of crank-operated can openers; sales increase; Dazey Churn & Mfg. Co.	February	50
Gift packaging of tools	May	44
Holiday packages for Stanley tools; set-up boxes with simulated wood covering	September	68
Lithographed metal box for band saws; The Doall Co.	November	56
"Mother's Own" tool set in attractive set-up box; The Peck, Stow and Wilcox Co.	December	44
Out from under the bushel; display methods and practices	June	60
Transparent acetate vial for files; Henry Disston & Sons, Inc.	November	60
See also Machinery and Tools.		
Harvard Table Tennis Co.—Transparent tubes as golf ball containers	January	41
Hat box for stock supplies; Resistol	August	57

	Month	Page
Hawthorne Distributors—Cooking and aromatic herbs; packaging devices	January	32
Heirloom Needlework Guild, Inc.—Marketing needlepoint outfits	October	56
Hercules Powder Co.—Sample family of bottles, cans, drums and pails	April	74
Heublein, G. F., & Bro.—Old art in a new plant; traditional pot stills in modern flexible bottling plant	September	85
Powder Horn whiskey bottles; design and display	February	60
Higgins, Chas. M., & Co., Inc.—Systematic color ensemble kit for drawing inks; improved 10-cent package	April	56
Hilgemeier, F., & Bro.—Folding carton for lard	January	74
Hoffman, A. H., Inc.—Plant Pantry packed in re-seal bags housed in decorated corrugated container	November	46
Horlick's Malted Milk Corp.—Design for dealers; convenience features of bulk containers	February	47
HOSIERY		
Box of unusual dimensions, cellophane envelopes, display mannequin; Sapphire Hosiery Co.	November	54
Box wraps of photographic design for Bloomingdale hosiery	October	57
Bucket-type container for gift-giving; Phoenix Hosiery Co.	January	39
Display card with magnifying glass; Berkshire Knitting Mills	October	58
Novelty container, ballet slipper with display and re-use value; Aberle, Inc.	December	46
HOTELS		
Advertising by souvenir soap in transparent acetate box; Hotel Continental, Kansas City, Mo.	August	57
House of Lechler—Shampoo in orchid tube housed in set-up box with rigid transparent hood; plastic closure cap	July	38
HOUSEHOLD FURNISHINGS		
Slant-walled carton for cooking and heating appliances; reduction of export shipping costs; Sun Flame Appliances, Ltd.	September	66
I		
Imperial Knife Co.–Millions of knives on cards; counter display; results	August	79
INK		
Systematic color ensemble kit for Higgins' ink; display features; improved 10-cent drawing ink package	April	56
Texture, a plus quality in the use of ink; illustrations and check-list. Faber Birren	February	41
Institute of Food Technologists—Proceedings of First Food Conference (reviewed)	March	320
Second annual Food Conference	August	68
Institute of Package Research—Sponsor of designers' round table	December	25
Interchemical Corp.—More Than Meets the Eye; brochure on decorative and protective coatings	June	98
J		
Jamieson, C. E., & Co.—Counter punch for drugs; increasing sales through packaging devices	July	48
Jones, Lincoln—Methods of testing package display effectiveness	October	77
K		
Kendall Mills—Re-styling packages for textiles	October	51
Kenilworth Pipe Co.—Plastic unit for cigarette holders and pipe cleaners; counter display value	July	50
Kenny, C. D., Co.—Modernizing a tradition; trade name prominence in redesigned coffee, tea and grocery packages	May	76
King-Fuller Co.—Transparent bag for pickled delicacies	October	72
Kingan & Co.—Tasti-Square meat loaf cooked in its wrapping	August	66
Kitts, Inc.—Educational toy packages; sales appeal	September	54
Koroseal—new transparent sheeting; B. F. Goodrich Co.	May	116
L		
LABELING		
Application of strip labels by machinery at plant of G. F. Heublein & Bro.	September	108
Automatic labeler; Miller Wrapping & Sealing Machine Co.	May	114
Consumer survey on grade labeling of canned foods	December	57
Die-cutting machine; Printing Machinery Co.	November	86
Hand operations; Calvert Distilling Co.	February	83
Labeler and coder; Oliver Machinery Co.	March	315
Rotary "Triplex" labeler; Liquid Carbonic Corp.	January	80
Straightaway Labeler; Economic Machinery Co.	August	98
LABELS		
Advertising value of back panels; College Inn Food Products Co.	January	37
Ancient age effect in whiskey label; Schenley Distillers Corp.	December	33
Army food label controversy	February	45
Back labels for fishing line spools; South Bend Bait Co.	November	58
British wartime labeling	November	97
	February	66
Can label (fruit and vegetable) study of Institute of Package Research based on Franzen-Meloy data	January	23
A case history of informative labeling; info-tags of Sears, Roebuck & Co. Fred C. Hecht	April	60
Clarification of Vitalis label; Bristol-Myers Co.	January	31
Different basic colors for different departments; Hercules Powder Co.	April	76
Emphasis on familiar seal (Karo); Corn Products Refining Co.	December	44
Form of small envelope and note for toiletries; Allen B. Wrisley Distributing Co.	October	59
Government regulation. *See* Law and Legislation.		
Grade labeling based on U. S. Standards	February	56
Guide issued by Labeling Committee of National Canners Association	June	98
Informative type for macaroni packages	February	52
Lithographed can label and paper bottle label of similar appearance; Christian Feigenspan Brewing Co.	November	56
Market tests resulting in green label for Four Roses whiskey; Frankfort Distilleries	December	35
Modernized design of National Grape Corp.	October	108
Multiple labels for display unit of twelve; American Molasses Co.	April	49
Oval label for Alcolo (rubbing alcohol compound), complying with Internal Revenue Code; Abbott Laboratories	July	39
Plastic tags for rayon fabrics; American Viscose Corp.	April	36
Simplification of old design for Grandma's Molasses; The American Molasses Co.	December	52
Traditional liquor labels replaced by new Newport gin label; McKesson & Robbins	December	32
Lacquer and lacquer coatings. Robert Gordon	August	35
Land O'Lakes Creameries—Photographic history of re-styled package	December	38
La Rosa, V., & Sons, Inc.—Macaroni, spaghetti and egg noodles plant; mechanized packaging	July	75
LAW AND LEGISLATION		
Fair trade price maintenance; decision of Chancery Court of New Jersey in case of Bathasweet Corp. against Wissbard Bros.	December	58
Federal Food, Drug and Cosmetic Act:		
Cosmetic or drug; distinction	January	92
Deceptive packaging	October	64
	December	57
Enforcement statistics	March	308
Extension of exemptions (food products)	February	56
Label clause:		
Administrative rulings	September	72
Carrier containers	January	92
Dietary food labeling	October	108
Effect on redesigning	March	112
Informative requirements	March	353
Misbranding via can illustrations	October	110
Report of Chief of Food and Drug Administration	March	308
Indexes of specifications	June	98
Occupancy tax law in New York City; effect on advertisers using store displays	November	71
Robinson-Patman Guide Book (reviewed)	October	98
Simplified Practice Recommendations:		
Cans, fruit and vegetable	April	110
Containers	December	58
Paper bags, boxes, etc.	September	72
Tissue wrapping paper	October	64
Specifications for Army and Navy shipments. A. W. Luhrs	April	72
Standardization bills in Congress	January	56
Standardization of packaged goods. Alex Pisciotta	April	68
State legislation affecting packaging	March	354
U. S. Army packaging specifications	April	44
Weights and measures	July	102
Lettering. *See* Typography and Lettering.		
LIGHTING		
Effect on different types of paint. James A. Meacham	August	94
Fluorescent; effect on plant output. Charles L. Amick	August	90
Liquors. *See* Alcoholic Beverages.		
Lithographers' National Association, Inc.—Marketing Opportunities—1940 (reviewed); addresses at LNA annual convention	November	92
Logan Laboratories—Counter unit for antiseptic powder	December	48
Lorillard, P., Co.—Book-type package for pipe and pipe mixture	December	45
Luzon Industrial Corp.—Cellulose-lined cartons for shortening; handling technique	July	88
M		
MACHINERY AND TOOLS		
Beverage mixer; Crown Cork and Seal Co.	January	80
Continuous edge beader for use on rigid transparent sheet materials; Able Machine & Tool Works	January	78
Dust collector; American Foundry Equipment Co.	September	92
Handwheel speed indicator; Reeves Pulley Co.	September	92
Hydraulic lift trucks	August	100
Machine packing of lettuce	February	32
See also Bags (Bag Making); Bottle Cleaning; Bundling; Conveyors; Filling; Hardware; Labeling; Packaging Machinery; Plant Installation; Printing; Sealing Equipment; Spray-Coating; Stamping; Stapling; Tablet Forming; Weighing Machines; Wrapping Machines.		
Macy, R. H., & Co.—Gift packaging service	September	62
Magazine Repeating Razor Co.—Razor packages with re-use and display value	January	36
Manning, Maxwell & Moore, Inc.—Folding carton for Ashcroft gauges; product identification; space saving element	June	80
Manufacturing industries, output of 1899–1937 (reviewed). Solomon Fabricant	May	118
Marketing policies (reviewed). Hugh E. Agnew and Dale Houghton	May	118
MARKETS		
Multican display—mass counter, shelf or window—for supermarkets; American Molasses Co.	April	49
Supermarket display; effect on package designing	September	104
Maxwell, Frank, Co.—Transparent plastic sheets for display groups	October	104
McKelvy, Alfred D., Co. (Seaforth Toiletries)—Manual-line efficiency—sterilizing, filling, labeling, capping jugs	June	52
McKesson & Robbins—950 packages in one plant; operation details	May	105
Plastic inhaler; simplified pocket unit	February	58
Replacement of traditional liquor labels by new Newport gin label	December	32
"Toppers" box for men's toilet accessories	October	55
MEDICAL AND SURGICAL SUPPLIES		
Foot comfort kit (Scholl) for the Army	August	56
Sampling packages by direct mail; Hoffmann-La Roche	August	87

	Month	Page
MERCHANDISING		
Achieving low cost sales appeal for cracker products; packaging methods; Austin Packing Co.	November	81
Back-of-label salesmanship; College Inn Food Products Co.	January	37
Child-appeal ideas in clothes pin package; Spencer Wood Products Co.	January	52
Selling by showmanship; luggage style corrugated box for bedspreads; Bates Fabrics, Inc.	February	50
See also Package Merchandising; Shipping Containers.		
METAL CONTAINERS		
Copper bowl for gift set of golf balls; Acushnet Process Sales Co.	January	40
Lithographed metal box for band saws; The Doall Co.	November	56
Nineteenth century users	May	125
Precision tool containers; Brown & Sharpe Co.	September	45
Standardized container for products (oil, soap, etc.) of Canadian Oil Co., Ltd.	April	45
Tin containers for cookies, cakes and candies; designs of Saul Stein Associates	October	59
United States wartime possibilities	November	36
Use as food containers, history of	May	124
Wartime restrictions in Europe	November	35
	November	100
	November	106
See also Steel Drums; Tin Cans.		
METAL DISPLAYS		
Counter merchandiser for mechanical pencil leads; W. A. Sheaffer Pen Co.	June	81
Electric display turntable; General Die & Stamping Corp.	December	80
Soup rack with heating device; College Inn Food Products Co.	January	65
Middleton, John, Inc.—Blend-Your-Own tobacco kit; counter display	December	71
Miles Laboratories, Inc.—Protective single tablet packet for Alka-Seltzer; display cards	September	58
Millerand, Inc.—Perfume box simulating a radio; plastic material; re-use value	July	39
Monteil, Germaine—Guest powder (4 shades) box	January	39
MOTION DISPLAYS		
Standardized mechanism permitting use of same unit for whole series of displays	July	67
N		
National Biscuit Co.—Nabisco; evolution of a trademark	August	58
NATIONAL DEFENSE		
Effect on gift packaging program; materials and markets	May	38
Government purchase of packaging materials	April	64
Machinery: supply and demand; a symposium	June	34
Net tightens; items in Priorities Critical List	August	98
Packages are in the army now; specifications for different types. Walter S. Ross	May	78
Packaging and defense; aluminum and other supplies	March	109
Packaging for the duration; review of current developments about materials, methods and policies	July	52
Packaging problems; tin saving measures	May	90
National Grape Corp.—Production plant; glass or tin used with equal ease	October	85
National Retail Dry Goods Assn. (Store Management Group)—Wrapping Supply Manual (reviewed)	October	100
Needlepoint outfits; design problem; Heirloom Needlework Guild, Inc.	October	56
New England Confectionery Co.—Mint lozenges in folding carton with hand drawn sketch of contents	July	42
New York's Container Testing Laboratories, Inc.—Testing physical characteristics of packages	October	35
Noise elimination in packaging operations; Calvert Distilling Co.	February	84
North Pharmacal Co. (The)—Vitamin product in 12-capsule unit; jewel box appearance	October	66
Northam Warren Corp.—Manicure case of molded plastics	October	47
Northeastern Products, Inc.—Sustaining surprises; plastic novelty boxes for nail preparations; sway cap on polish bottles	July	40
O		
Ohio Cosmetics Co. (The)—Collapsible tube closure incorporating applicator	March	113
Display cards for nail polish tubes	October	54
OIL		
Cone-top cans with crown closure, packed four to a die-cut carrying carton; Columbia-Bedford Corp.	June	80
Fibre oil can; construction technique; advantages	September	44
Plastic dispenser; Tri-Pak Gun Kit, Inc.	October	46
Sealed containers instead of bulk distribution. W. Hochuli	April	62
Standardized packages for products of Canadian Oil Co., Ltd.	April	45
Old Town Ribbon & Carbon Co.—Air-tight metal container for typewriter ribbons	April	51
OPTICIANS		
Uniform containers with distinguishing colors for different types of lenses; American Optical Co.	June	74
Owens, Michael J.—Patentee of rotary bottle-making machine, 1889	May	54
P		
Pabst Blue Ribbon Beer—Bar display	June	81
Pacific Mills—Colored containers for white goods	February	70
PACKAGE CONTESTS		
Spice Mill packaging show	November	62
PACKAGE DESIGNING		
Airplane theme for skate carry kit; Boston Athletic Shoe Co.	December	48
"American theme"	March	110
Child-appeal ideas in clothes pin package; Spencer Wood Products Co.	January	52
Children's designs. *See* Children's Packages.		
Christmas suggestions. *See* Gift Packaging.		
Consumer, printer, jobber and mill convenience in pre-cut letterhead package; Munising Pak	January	42
Consumer satisfaction in four steps; mint lozenges package of New England Confectionery Co.	July	42
Dealer convenience for bulk container; Horlick's Malted Milk Corp.	February	47
Defense influence; waxed glassine paper instead of aluminum foil wrapper; Wrigley's	July	38
Design checking chart	May	55
Designers' round table; discussion sponsored by Institute of Package Research; opinions of designers, clients, suppliers	December	25
Dispenser types. *See* Dispensers.		
Display value in design history	December	46
Drug plant department; McKesson & Robbins	May	130
Family relationships. *See* Package Families.		
Functional vs. freakish designs	March	113
Historic backgrounds; Powder Horn whiskey bottles; G. F. Heublein & Bro.	February	60
Holiday trends. *See* Gift Packaging.		
Liquor design portfolio worthy of students of design in other fields	December	31
Long-term programs	March	114
Men's toiletries; Seaforth	September	46
Molded materials. *See* Plastics.		
Novelty designs. *See* Novelty Packages.		
Patriotic themes	May	46
Photographic history of new Land O'Lakes Creameries' package	December	38
Plastic containers. *See* Plastics.		
Redesign on a mass scale; methods; United Cigar Whelan Stores	March	286
Redesign; reducing number of colors; cutting costs	February	46
Redesign; retention of identifying characteristics	February	40
Retail environment's effect on design	September	33
Re-use packages. *See* Re-use Containers.		
Sales stimulation	January	40
Sentimentality vs. rational plan for redesign; The American Molasses Co.	December	52
Space saving element in Ashcroft gauge container; Manning, Maxwell & Moore, Inc.	June	80
Testing for consumer and dealer reaction; survey by Institute of Package Research	October	42
Trade name prominence; C. D. Kenny Co.	May	76
Traditional liquor labels replaced by new Newport gin label; McKesson & Robbins	December	32
Trends; contributory factors	March	110
Victorian designs for cosmetic containers; Charles of the Ritz	November	50
Visibility without handling; transparent tubes for table-tennis balls; Harvard Table Tennis Co.	January	41
Visual rightness; relationship to functional rightness.	April	68
PACKAGE FAMILIES		
Brand and container standardization for oil, soap, miscellaneous products; Canadian Oil Co., Ltd.	April	45
Brand identification; evolution of Nabisco; National Biscuit Co.	August	58
Carbon paper and ribbon containers; uniform color scheme; identification by end labels; Ault & Wiborg Carbon & Ribbon Co.	August	54
Color combinations for window boxes containing water bottles, fountain syringes, etc.; Davol Rubber Company	November	54
Distinctively designed can; tie-in with other packages; Christian Feigenspan Brewing Co.	November	56
Drug store items; redesign on a mass scale; United Cigar Whelan Stores	March	286
Herbs—aromatic and cooking; Hawthorne Distributors	January	32
Margo gets family tree; uniform motif and background for different boxes and bottles; Elmo Sales Corp.	July	44
Porcelain flacons for perfume; L'Orle Parfums Co.	October	58
Sample family of bottles, cans, drums and pails; Hercules Powder Co.	April	74
Super-marketing cream cheese; pliofilm wrap printed in different colors to identify types of cheese; Conestoga Cream & Cheese Mfg. Corp.	June	76
Textile products; Kendall Mills	October	51
Trademark identification	September	112
Uniform containers with distinguishing colors for different types of lenses; American Optical Co.	June	74
PACKAGE MERCHANDISING		
Counter punch for drugs; increasing sales through packaging devices; C. E. Jamieson & Co.	July	48
Display as a factor; visual rightness. W. L. Stensgaard	April	68
Gift packaging of crank-operated can openers; sales increase; Dazey Churn & Mfg. Co.	February	50
Needlework outfits in boxes with transparent acetate windows; Heirloom Needlework Guild, Inc.	October	56
Plant Pantry packed in re-seal bags housed in decorated corrugated containers; A. H. Hoffman, Inc.	November	46
Stimulation of holiday sales	January	40
Sway cap on nail polish bottle; novelty packages; Northeastern Products, Inc.	July	40
PACKAGING		
Army and Navy specifications. A. W. Luhrs	April	72
Cost of containers; U. S. Census figures for 1939	April	106
Economics of packaging; pre-packing on the part of the manufacturer. E. A. Throckmorton and others.	April	60
The good old days; 19th century containers in the I. Warshaw collection	May	51
Package testing: physical characteristics (New York's Container Testing Laboratories, Inc.); consumer and dealer reaction to design; display effectiveness (Lincoln Jones); survey by Institute of Package Research	October	35
Progress; a review and a forecast	March	109
Prophetic picture of developments; American Management Assn. symposium	January	82

	Month	Page
Retail trade shift in store size and distribution; need for compensatory package changes	Janaury	69
Student design competition; annual Pratt Institute scholarship awards	April	80
Packaging Conference and Exposition (Eleventh)—Guide to Conference sessions and exhibits	March	304
Preliminary program	February	94
Summary of results; synopsis of papers	April	60
PACKAGING INDUSTRY		
If war comes; survey by Institute of Package Research	November	31
National defense program; effect on packaging supplies	March	109
Packaging for the duration; review of current developments about materials, methods and policies	July	52
Packaging Institute, Inc.—Annual meeting	November	90
Conference; committees	March	324
PACKAGING MACHINERY		
For machinery manufacturers; readjustment to meet customers' orders and to meet National Defense demands. Roger L. Putnam	June	35
Mobility in McKesson & Robbins plant	May	106
Progress in developing new machines and improvements for the old	March	117
Roller chain drive maintenance. Woodward A. Warwick	July	82
Supply and demand; a symposium	June	34
Shortage anticipated	April	66
PACKAGING PAGEANT		
	September	42
	October	44
	November	40
	December	42
	January	34
	February	36
	April	46
	May	58
	June	78
	July	32
	August	52
Packing. *See* Shipping Problems.		
PAINT		
Effect on illumination. James A. Meacham	August	94
Pal Blade Co.—Dedicated to the daily shave; packaging operations	June	45
PAPER		
British paper conservation	August	50
The Dictionary of Paper (reviewed); American Paper and Pulp Assn	October	98
Pre-cut letterhead package; Munising Pak	January	42
Role in lettuce packing	February	31
Sales via sampling; transparent envelope for tissue towels and tissue paper; Scott Paper Co	April	50
Testing water resistance of paper; methods of determining size times	August	42
United States wartime supply	November	31
	November	108
	April	64
See also Fancy Papers; Paper Products.		
PAPER BAGS		
Chinaware protection in cellulose-wadding-lined bag; Castleton China, Inc	May	92
Laminated glassine lining for coffee containers; Euclid Coffee Co	February	86
Paper bag closing machine; Bagpak, Inc	December	78
Potato packaging	February	108
Transparent cellulose envelopes for housing sandwich bags; American Tissue Mills	April	53
PAPER PRODUCTS		
Cottage cheese can; Sutherland Paper Co	October	96
Leatherette covering material; Sherman Paper Products Corp	January	80
Microbiology of paper containers used in food packaging. J. R. Sanborn	August	46
Milk containers in model dairy; Twin Ports Cooperative Dairy Assn	January	71
Plastic containers for playing and greeting cards; Cruver Mfg. Co.; Buzza Co	December	56
Water-proof pac ng material; Sherman Paper Products Corp	May	114
See also Folding Boxes and Display Cartons; Set-up Boxes: Paper.		
Peck, Stow & Wilcox Co. (The)—Gift tool box—"Mother's Own"	December	44
Pen and pencil sets. *See* Stationery Accessories.		
Peper, Christian Tobacco Co.—Cellulose acetate wrapper; display carton	January	41
Pepsodent Co.—Glorifying the toothbrush; new packages for brush, dental cream, mouthwash	April	78
Perfumery. *See* Cosmetics and Perfumery.		
Permeability of containers to water vapor. Warren Emley	April	66
Pharmaceuticals. *See* Drug Trade.		
Phoenix Hosiery Co.—Bucket-type container for gift-giving	January	39
PHONOGRAPH RECORDS		
Set-up boxes for individual albums; unique labels; display features; Timely Records, Inc	April	40
PHOTOELECTRIC CELL		
Conveyor system control at bottling plant; F. & M. Schaefer Brewing Co	April	93
An (electric) eye for results; uses in the packaging industry. W. D. Cockrell	June	37
Inspection and registration control; Photoswitch, Inc	August	100
Smoke indicators; Rehtrom Corp	August	99
Wrapping machine regulators; Williamson Candy Co	October	106
PHOTOGRAPHIC SUPPLIES		
Agfa's multi-merchandiser	July	65
Pilferage. *See* Theft.		
Pinaud, Inc.—Powder box, with Scarlett O'Hara figurine	October	56
Pinesbridge Farm—Glass jar with unusual color scheme and lettering for smoked turkey; display piece	October	62
Pioneer Suspender Co.—Blue ribbon daddies; Father's Day packages	May	82
Plant food. *See* Garden Supplies.		
PLANT INSTALLATION		
Bottling plant; combination of hand and machine operations; Calvert Distilling Corp	February	81
Glass or tin with equal ease; processing of grape juice at National Grape Corp. plant	October	85
Macaroni, spaghetti and egg noodles; unusual adaptation of mechanized packaging processes; V. La Rosa & Sons, Inc	July	75
Model dairy utilizing paper containers; Twin Ports Cooperative Dairy Assn	January	71
950 packages in one plant; McKesson & Robbins	May	105
Old art in a new plant; production methods of G. F. Heublein & Bro	September	85
Plant modernization plan; box and bottle filling; automatic cartoning; Bayer Co	December	73
PLASTICS		
America's Modern Plastics Exposition, a traveling exhibit	May	122
Automatic, molded plastic closure for non-metallic collapsible tubes; Cavalier Cap Corp	September	90
Bar display for Pabst Blue Ribbon Beer	June	81
Bas-relief plaques in cast phenolic; W. L. Stensgaard & Associates	October	104
Cosmetic jars decorated with rosebuds; Charles of the Ritz	November	50
Figurine for powder box; Pinaud, Inc	October	56
Glorifying the toothbrush; Pepsodent packages	April	78
Government use	April	64
Hand-carved pink translucent containers for Shulton's Desert Flower toiletries; re-use value	June	72
Hot stamping machine for marking plastic materials; Identification Plate Machine Co., Inc	September	94
Hydraulic drawing press for transparent plastic sheets; Taber Instrument Co	November	84
Inch deep closure for shampoo tube; House of Lechler	July	38
Inhaler; simplified pocket unit; McKesson & Robbins, Inc	February	58
Injection Molded Plastics; booklet by Elmer E. Mills Corp	February	94
Labels or tags for rayon fabrics; American Viscose Corp	April	36
Modern Plastics Competition (fifth); prize winners	October	46
Moldmaking	May	64
Molded black acetate razor container with display value; Magazine Repeating Razor Co	January	36
Novelty containers for nail preparations; Northeastern Products, Inc	July	40
Perfume box of cellulose acetate, etc.; re-use value; Millerand, Inc	July	39
Phenolic plastic base, transparent plastic lid for vitamin container; The Norwich Pharmacal Co	October	66
Plastic parts and plastic packages for "5 and 10" products. R. J. Barbour	April	105
Playing and greeting card containers; Cruver Mfg. Co.; Buzza Co	December	56
Polystyrene compacts for eye shadow and cream rouge; Harriet Hubbard Ayer, Inc	April	51
Precision tool containers; Brown & Sharpe Co	September	45
Production in chemical industry, 1880–1939	May	68
Production of threaded plastic moldings by automatic machinery; E. J. Stokes Machine Co	September	90
Replacement of metal containers and accessories	March	115
	April	66
	May	43
Shaving stick holder; gain in color and utility; J. B. Williams Co	December	29
Single edge beader for sheet or roll plastic materials; Taber Instrument Co	June	95
Souvenir soap in transparent plastic acetate box	August	57
Sprayers and dispensers; Wilco Co	March	315
Textolite; booklet of General Electric Co	March	320
Transparent plastic display chest; International Silver Co	January	63
Tubes housing cigarette holders and pipe cleaners in one unit; counter display appeal; Kenilworth Pipe Co	July	50
Wartime use in Britain	November	99
	February	66
	April	114
	May	70
Wartime use in United States	November	115
	May	64
	May	118
	July	56
PLIOFILM		
Duplex bag for fermentone, a product used by bakers; Pabst Brewing Co	December	45
Lining for foil soup-mix envelopes	April	38
Protective packet for Alka-Seltzer	September	58
Transparent Pliofilm bags for pickled delicacies; King-Fuller Co	October	72
Wrapping for pre-cooked beef shipped from Argentine	May	84
Wraps printed in five colors to distinguish different types of cheese; Conestoga Cream & Cheese Mfg. Corp	June	76
Pliofilm-Pak Cooperators—Celery preserving technique	November	48
POTTERY CONTAINERS		
History	May	125
Men's toiletries; Seaforth	September	46
Wartime vogue in England	November	100
	February	66
	March	116
Pratt Institute—Annual scholarship design competition	April	80
Precision tools. *See* Scientific Instruments.		
PRINTING MACHINERY		
Carton printer; Ideal Stitcher & Mfg. Co	September	94
Five-color rotogravure press; Champlain Corp	June	95
Ink distributing system for envelope printing; International Printing Ink Division of Interchemical Corp	February	90
Manufacture of Rubber Printing Plates; bulletin of B. F. Goodrich Co	June	98
Multi-color aniline press; C. B. Henschel Mfg. Co	December	80
PRODUCTION		
Achieving low cost sales appeal for cracker products; Austin Packing Co	November	81
Analyzing packaging operation costs. H. A. Moon	November	77

	Month	Page
Efficiency at new plant of Calvert Distilling Co.	February	83
For production managers; problems under war economy conditions. Wm. Bristol, Jr.	June	36
Let light boost your output; fluorescent lighting systems. Charles L. Amick	August	90
Machinery installation; factors to be determined. Carl H. Lambelet	April	105
Making hand labor effective; motion study; Palmer J. Lathrop	July	80
Manual-line efficiency—sterilizing, filling, labeling, capping jugs; Alfred D. McKelvy Co. (Seaforth Toiletries)	June	52
Manual operations in "Ethical" packaging plant (pharmaceuticals); Hoffmann-La Roche. Walter S. Ross	August	87
Old art in a new plant; methods of G. F. Heublein & Bro.	September	85
Packaging razor blades; Pal Blade Co.	June	45
Pointers on paint; illumination effects of different types. James A. Meacham	August	94
Time and motion procedure in the packaging department; checking system. Ernest W. Fair	June	39
Promotion Units, Inc.—Simplified gift line pays; rationalized gift planning	October	74

R

RADIO

Cellulose wadding as protection in shipping	January	46
Ray-O-Vac Co.—Flashlight counter display unit	November	72
Reed Co.—Counter merchandiser for sales and sample packages of Root Beer candy	January	38
Reliance Pencil Co.—Redesigned package, cutting costs and increasing display value	February	46

RETAIL TRADE

Shift in store size and distribution; need for compensatory package changes	January	69
The store and the package; effect of retail environment on design	September	33

RE-USE CONTAINERS

Ballet slipper as hosiery container; Aberle, Inc.	December	46
Carry kit for ice skates; Boston Athletic Shoe Co.	December	48
Cigar box in metal frame; The Deisel-Wemmer-Gilbert Corp.	February	48
Combination of set-up paper and rigid transparent boxes	May	45
Copper bowl as golf ball container	January	40
Cosmetic ensemble gift boxes; Bourjois, Inc.	October	52
Gift containers of permanent consumer value; Promotion Units, Inc.	October	74
Hand-carved pink translucent plastics for Shulton's Desert Flower toiletries	June	72
Herb baskets; Hawthorne Distributors	January	32
Hinged-lid set-up boxes for cigarettes; Benson & Hedges	January	54
Jellies in glasses with a wire serving rack; Goodman Bros.	May	88
Metal vs. plastic containers; possible government restrictions	May	43
Perfume box simulating a radio; plastic material; Millerand, Inc.	July	39
Play kit for rubber toys; Barr Rubber Products Co.	October	57
Plastic box for greeting cards; Buzza Co.	December	56
Pliofilm pickle containers as refrigerator bags, etc.	October	72
Porcelain flacons; L'Orle Parfums Co.	October	58
Razor blade container as cigarette box; Magazine Repeating Razor Co.	January	36
Salad bowl for spice packages; Durkee Famous Foods.	January	50
Sales incentive of transparent containers; types of boxes, envelopes, wraps; applications	July	35
Tangible values—trend towards	March	113
Reynolds, R. J., Tobacco Co.—Humidor jar with air-proof, single-shell cover	December	46
Ritter, P. J., Co.—Glass jars, fish bowl shape, for catsup and chili sauce	October	60

RIBBONS

Dispensing carton	June	110
Plain ribbons to balance fancy decorated papers and wrappers	May	42
Roach-Indiana Corp.—Sub-divided cans for whole tomatoes	April	50
Robinson-Patman Guide Book (reviewed)	October	98
Roller chain drive maintenance. Woodward A. Warrick.	July	82

RUBBER

United States supply and consumption; possible wartime measures	November	110

RUBBER PRODUCTS

Display cards for syndicate store items; Auburn Rubber Corp.	February	38
Industrial hose container with dispensing panel; Goodyear Tire & Rubber Co.	February	72
Latex bag-lined carton for use with quick-freezing package of liquids and semi-liquids	September	87
Latex bags as carton lining for frozen foods	August	44
Liquid-holding bags for food	March	115
Merchandising rubber sundries (water bottles, etc.); window type of box; Davol Rubber Co.	November	54
Play kit for rubber toys; Barr Rubber Products Co.	October	57
V-Belts in corrugated boxes; The Dayton Rubber Mfg. Co.	August	62
See also Pliofilm.		
Rubinstein, Helena, Inc.—Figurine design perfume bottles housed in mirror-back boxes	February	49

S

Saks Fifth Avenue—Molded transparent cosmetic containers	October	47

SAMPLING PACKAGES

Direct mail sampling of old and new (pharmaceutical) products; Hoffmann-La Roche	August	87
Sales via sampling; transparent envelopes for tissue towels and tissue paper; Scott Paper Co.	April	50
Transparent cellulose bags for insulation products; Philip Carey Co.	April	52
Sapphire Hosiery Co.—Stocking box of unusual dimensions	November	54

	Month	Page
Schaefer, F. & M., Brewing Co.—Bottling plant with integrated conveyor system and control mechanism.	April	91
Schenley Distillers Corp.—Ancient age in modern dress; modernized liquor packages	December	33
Pilfer-proof wire racks for whiskey bottles	December	67

SCIENTIFIC INSTRUMENTS

Precision tools; types of containers—plastics, metal, morocco-covered; Brown & Sharpe Co.	September	45
Scott Paper Co.—Sales via sampling; transparent envelopes for tissue towels and tissue paper	April	50
Seaforth—Men's toiletries; pottery containers	September	46
Seagram Distillers Corp.—"Home for Christmas" theme, integrated display and advertising plan	December	70
Redesigned packages for 7 Crown and V.O. lines	December	34

SEALING, HERMETIC

Air-tight metal container for typewriter ribbon; Old Town Ribbon and Carbon Co.	April	51
Pre-cooked beef shipped from Argentine	May	84

SEALING EQUIPMENT

Automatic heat-sealing and closure equipment; Euclid Coffee Co.	February	88
Cap feed for use with capping machines or as a separate unit; handling of plastic closures; Pneumatic Scale Corp., Ltd.	December	78
Case sealers; Calvert Distilling Co.	February	81
Container taping machine; Vertex Co.	August	98
Foot power bag closing machine (Powrweld crimping press); Cleveland Crimping Press Co.	October	94
Heat-seal papers; Dennison Mfg. Co.	November	82
Heat-sealing of cellulose-lined cartons; Luzon Industrial Corp.	July	88
Labeler and coder; Oliver Machinery Co.	March	315
Liner closing machine; Johnson Automatic Sealer Co., Ltd.	January	80
Paper bag closing machine; Bagpak, Inc.	December	78
Rotary bag sealer; Amsco Packaging Machinery	January	78
Semi-automatic carton sealer; Felton & Son, Inc.	August	98
Shipping case scales; J. L. Ferguson Co.	December	80
Sears, Roebuck & Co.—Info-tags	April	60

SERVICE INDUSTRIES

Laundry and dry cleaning service; packaging of L. Bamberger & Co.	March	114

SET-UP BOXES: PAPER

Boxboard covered with birch reproduction paper, set in metal frame; The Deisel-Wemmer-Gilbert Corp.	February	48
British wartime economies	November	33
Combination of set-up box and transparent acetate construction; Ashaway Line & Twine Co.	November	60
Cosmetic ensembles; Bourjois, Inc.	October	52
"Deep embossing" applied to boxes; Gales Chocolate Co.	October	68
Gift container for shaving accessories; J. B. Williams Co.	December	29
Gift tool box—"Mother's Own"; The Peck, Stow & Wilcox Co.	December	44
Guest powder (4 shades) box; Germaine Monteil	January	39
Haberdashery packages for Father's Day; Pioneer Suspender Co.	May	126
Hat box for stock supplies; Resistol	August	57
Herb packaging; Hawthorne Distributors	January	32
Hinged box for table-tennis ball tubes; Harvard Table Tennis Co.	January	41
Hinged-lid boxes with sales appeal plus re-use value; Benson & Hedges	January	54
Holiday packages for Stanley tools; set-up boxes with simulated wood covering	September	68
Hosiery box of unusual dimensions; Sapphire Hosiery Co.	November	54
Hosiery boxes with photographic design wraps; Bloomingdale Bros., Inc.	October	57
Needlepoint outfits in boxes with transparent acetate windows; Heirloom Needlework Guild, Inc.	October	56
Phonograph records in decorated boxes; Timely Records, Inc.	April	40
Play kit for rubber toys; Barr Rubber Products Co.	October	57
Porcelain flacon containers; L'Orle Parfums Co.	October	58
Set-up shipper counter displays	September	80
Toiletry gift package; display value of container; Allen B. Wrisley Distributing Co.	October	59
"Toppers" box for men's toilet accessories; McKesson & Robbins	October	55
Transparent set-up box for housing shampoo tube; House of Lechler	July	38
Transparent window (in form of a bass) boxes for fishing lines; U. S. Line Co.	January	68
Tweed-covered boxes for pottery containers of men's toiletries; Seaforth	September	46

SET-UP BOXES: WOOD

Apple containers	July	29
Chest for toaster, waffle iron, etc. (gift box with re-use value); Landers, Frary & Clark	August	60
Lettuce crates	February	29
Lumber vs. fibre containers for shipments; Dr. Ralph E. Marquis	April	70
Nineteenth century pill boxes, invention of Nathan Crary	May	54
Potato bag containers	February	110
Sheaffer, W. A., Pen Co.—Counter merchandiser for mechanical pencil leads	June	81

SHIPPING CONTAINERS

Apple boxes	July	29
Carton printer; Ideal Stitcher & Mfg. Co.	September	94
Conversion into counter merchandiser for sales and sample packages; Reed Co. Root Beer candy	January	38
Corrugated wraps for phonograph record containers; display value; Timely Records, Inc.	April	40
Easel-type display box for miniature wine bottles; M. G. Shaw Co., Inc.	January	64
Hand gluer; A-B-C Mfg. Co.	November	86
Master box for shipment of V-Belt corrugated boxes; The Dayton Rubber Mfg. Co.	August	62
Partitioned corrugated container for pickles, etc., in Pliofilm bags; King-Fuller Co.	October	72
Service industries' opportunities; laundry and dry cleaning; L. Bamberger & Co.	March	114
Shipping case scales; J. L. Ferguson Co.	December	80

	Month	Page
SHIPPING PROBLEMS		
Cellulose wadding as interior packing material	January	42
Export shipping costs; reduction by use of slant-walled carton for cooking and heating appliances; Sun Flame Appliances, Ltd.	September	66
SHOW CARDS AND POSTERS		
Electric bulbs	February	76
Shulton, Inc.—Desert Flower toiletries in plastic containers with re-use value	June	72
Shu-Milk Products Corp.—Self-dispensing device for shoe cream	March	113
SILK SCREEN		
Decoration of phonograph record containers by silk screen process	April	118
Silk Screen Printing Process (reviewed); J. I. Biegeleisen and E. J. Busenbark	March	320
SILVERWARE		
Transparent plastic display chest; International Silver Co.	January	63
Simplified practice recommendations. *See* Law and Legislation.		
Skates. *See* Sporting Goods.		
SMOKERS' ACCESSORIES		
Book-type package for pipe and pipe mixture; P. Lorillard Co.	December	45
Plastic unit for cigarette holders and pipe cleaners; counter display value; Kenilworth Pipe Co.	July	50
SOAPS AND CLEANSERS		
Souvenir soap in transparent plastic acetate box; Hotel Continental, Kansas City, Mo.	August	57
South Bend Bait Co.—Back labels for fishing line spools.	November	58
Spencer Wood Products Co.—Selling fun with clothes pins	January	52
Spice Mill sponsorship of packaging show	November	62
SPORTING GOODS		
Back labels for fishing line spools; South Bend Bait Co.	November	58
Combination of set-up box and transparent acetate construction; Ashaway Line & Twine Co.	November	60
Corrugated container for ice skates with display and re-use value; Boston Athletic Shoe Co.	December	48
Pre-packed gift set of golf balls; Acushnet Process Sales Co.	January	40
Transparent tubes for table-tennis balls; Harvard Table Tennis Co.	January	41
Transparent window (in form of a bass) set-up boxes for fishing lines; U. S. Line Co.	January	68
SPRAY-COATING MACHINE		
Adjustable machine for applying either internal or external coatings; F. J. Stokes Machine Co.	April	103
Squibb, E. R., & Sons—Window display (map) linking home (health) defense with hemisphere defense	July	71
STAMPING MACHINES		
Automatic strip stamping machine; Wright's Automatic Tobacco Packing Machine Co.	May	114
Hot stamping machine for marking plastic materials; Identification Plate and Machine Co., Inc.	September	94
Stanley Tools—Holiday packages	September	68
STAPLING MACHINES		
Labeling burlap bags; portable Autoclench; Bostitch Inc.	February	96
State legislation. *See* Law and Legislation.		
STATIONERY		
Modern painting ideas in box designs; British exports	April	115
Pre-cut letterhead package; Munising Pak	January	42
STATIONERY ACCESSORIES		
Counter merchandiser for mechanical pencil leads; W. A. Sheaffer Pen Co.	June	81
Pencil packages with display value; cost cutting, etc.; Reliance Pencil Co.	February	46
Seasonal sales appeals with one "stage" display and five scene changes (statuettes); Sheaffer Pen Co.	September	82
STEEL DRUMS		
Sample containers for Hercules Powder Co. products.	April	76
Stensgaard, W. L., & Associates—Bas-relief plaques in cast phenolic	October	104
Sun Flame Appliances, Ltd.—Slant-walled carton for cooking and heating appliances; export shipping	September	66
Surlin and Co.—Glass domes and figurines for miniature perfume containers	October	70
SURVEYS (Institute of Package Research)		
If war comes; economic changes affecting package industries	November	31
Package testing: physical characteristics (New York's Container Testing Laboratories, Inc.); consumer and dealer reaction to design; display effectiveness (Lincoln Jones)	October	35
The specification of transparent containers	April	29
The store and the package; retail environment's effect on design	September	33
Sutliff Tobacco Co.—Humidor packaging of tobacco	April	52
Syndicate Store Merchandiser—Sponsor of 5- and 10-cent store Annual Packaging Show	February	99

T

	Month	Page
TABLET FORMING MACHINE		
Rotary machine for forming plastic molding preforms, etc.; Arthur Colton Co.	February	92
TEA PACKAGING		
Awards at 4th annual packaging show (*Spice Mill*)	November	64
TEXTILE PRODUCTS		
Colored containers for white goods; Pacific Mills	February	70
Luggage style corrugated box for bedspreads; Bates Fabrics, Inc.	February	50
Plastics tags or labels for rayon fabrics; American Viscose Corp.	April	36
Seventeen years is long enough; re-styled packages of Kendall Mills	October	51
See also Haberdashery; Hosiery.		
THEFT		
Pilfer-proof package a result of retail environment	September	106
Pilfer-proof wire racks; Schenley Distillers Corp.; Carstairs Distilling Co., Inc.	December	67
Time and motion procedure in the packaging department; checking system. Ernest W. Fair	June	39
Timely Records, Inc.—Phonograph record ensembles	April	40
TIN		
Savings in tin coated cans and tubes	July	54
Silver substitute in solder	August	98
TIN CANS		
British flattened can	June	108
British wartime restrictions	November	99
	February	64
Bulk container; design for dealers; convenience features; Horlick's Malted Milk Corp.	February	47
Cone-top oil cans with crown closure, packed four to a die-cut carrying carton; Columbia-Bedford Corp.	June	80
Distinctive designs; tie-in with other packages; Christian Feigenspan Brewing Co.	November	56
Hermetically sealed container for typewriter ribbon; Old Town Ribbon & Carbon Co.	April	51
Humidor packaging of tobacco; Sutliff Tobacco Co.	April	52
Molasses container with special lining; The American Molasses Co.	December	52
Paper refills for cosmetic containers (England)	August	51
Round cans for field rations in the Army	May	80
Sample containers for Hercules Powder Co. products.	April	76
Standardization of sizes	January	56
Sub-divided cans for whole tomatoes; Roach-Indiana Corp.	April	50
Supply and demand	April	66
United States wartime possibilities	November	108
Tin plate shortage unlikely; American Iron and Steel Institute	September	96
Tissue Assn.—Label for wrapping tissue	October	64
TOBACCO		
Cellulose acetate wrapper; display carton; Christian Peper Tobacco Co.	January	41
Counter display of Blend-Your-Own tobacco kit; John Middleton, Inc.	December	71
Dummy cartons for window displays	June	90
Humidor jar with air-proof, single-shell cover; R. J. Reynolds Tobacco Co.	December	46
Humidor packaging, vacuum packed tin container, molded plastic lid; Sutliff Tobacco Co.	April	52
Rigid transparent canisters as containers	December	62
See also Cigarettes; Cigars.		
TOILET ACCESSORIES		
Counter display; razor and razor blade cabinet; Gillette Safety Razor Co.	August	77
Counter unit for Logan Laboratories' antiseptic powder	December	48
Dedicated to the daily shave; machine and hand operations in packaging; Pal Blade Co.	June	45
Design history of McKesson & Robbins' men's set, "Toppers."	October	55
Gift note as keynote for toiletry package designs; Allen B. Wrisley Distributing Co.	October	59
Gift packages for Schick razors; Magazine Repeating Razor Co.	January	36
Glorifying the toothbrush; new Pepsodent packages for brush, dental cream, mouthwash	April	78
Manicure case of molded plastics; Northam Warren Corp.	October	47
Manual-line efficiency—sterilizing, filling, labeling, capping jugs; Alfred D. McKelvy Co. (Seaforth Toiletries)	June	52
Men's toiletries in "binocular type" bottles and self-standing tubes; United Cigar Whelan Stores	March	298
Mum for men; tube packaging; counter merchandiser; Bristol-Myers Co.	August	72
Plastic inhaler; simplified pocket unit; McKesson & Robbins, Inc.	February	58
Plastics sales' aid; color and utility for shave-stick; J. B. Williams Co.	December	29
Pottery container for men's toiletries; masculine sales appeal; Seaforth	September	46
Shampoo in orchid tube housed in set-up box with rigid transparent hood; closure cap; House of Lechler	July	38
Transparent packaging. Felix Lévy-Hawes	November	66
Window display; glamor girl for razor blades; Gillette Safety Razor Co.	April	83
See also Cosmetics and Perfumery.		
Tools. *See* Hardware; Machinery and Tools.		
TOYS		
Carding of rubber toys	February	106
Cellulose wadding as protection in shipping	January	46
Making the toy package talk; windowed, double-wall containers; Kits, Inc.	September	54
Play kit for rubber toys; re-use of container; Barr Rubber Products Co.	October	57
TRADEMARKS AND BRANDS		
Brand-UNconsciousness development in England	August	48
British preservation of brand-name values under product standardization	June	70
Grade labeling and private brands	February	56
Individualized initial letter; Kendall Mills	October	51
Nabisco; evolution of a trademark	August	58
Pencil cartons and outer containers with same identification; Reliance Pencil Co.	February	46
Standardized brand for soap, oil and miscellaneous products; Canadian Oil Co., Ltd.	April	45
The trade-mark marks the package; notable examples; value. Clarence P. Hornung	September	47
TRANSPARENT CONTAINERS		
Ethylcellulose rigid container sheeting. Shailer L. Bass and F. C. Dulmage, Jr.	September	88
Gift packaging of tools, perfumes, jewelery, etc.	May	45
Molded plastic cosmetic containers; Saks Fifth Ave. department store	October	47
"Re-use" adds sales incentive; applications	July	35
Specifications by purchasers; survey by Institute of Package Research	April	29

	Month	Page
Toiletries containers. Felix Lévy-Hawes	November	66
Transparent Packaging Laboratory of Eastman Kodak Co. virtually a schoolroom for fabricators	April	98
"Window cans" of metal and plastic find growing usage. Stanley L. King	December	60
Transparent sheeting—Koroseal; B. F. Goodrich Co.	May	116
Tri-Pak Gun Kit, Inc.—Plastic oil dispenser	October	46
Tubes. *See* Collapsible Tubes.		
Twin Ports Cooperative Dairy Assn.—Model dairy utilizing paper containers; plant operation	January	71
TYPEWRITER SUPPLIES		
Carbon paper and ribbon containers; uniform color scheme; identification by end labels; Ault & Wiborg Carbon & Ribbon Co.	August	54
Ribbons in hermetically sealed container; Old Town Ribbon & Carbon Co.	April	51
TYPOGRAPHY AND LETTERING		
Size of lettering; effect of retail environment	September	104
Type Specimens for Layout, Printing, Lettering (reviewed). William Longyear	April	106
U		
United States Army—Food. *See* Food Packaging—Army.		
United States Line Co.—Transparent window (in form of a bass) boxes for fishing lines	January	68
UNITED STATES PATENT DIGEST		
	June	92
	July	62
	August	74
Upjohn Co.—Display technique for vitamin products	November	73
V		
VIALS		
Transparent acetate vial for files; Henry Disston & Sons, Inc.	November	60
VISIBILITY		
Distance from consumer; light; effect on package design	September	36
Educational toy boxes; Kits, Inc.	September	54
Transparent packaging. D. S. Hopping	April	105
See also Cellophane; Cellulose; Pliofilm; Transparent Containers.		
Vitamin packaging	March	288
W		
WAR		
Effect on packaging industries; survey by Institute of Package Research	November	31
Government purchase of packaging materials	April	64
How the warring countries have met their packaging problems. I. M. Sieff	April	68
See also British Wartime Packaging; National Defense.		
Warshaw, I.—Collection of 19th century containers	May	53
Waterbury Tack Co.—Printed overwrap for thumb tack display cards	February	49
WAXED PAPER		
Chewing gum wrappers; Wrigley	July	38
Wax that "blooms"; synthetic blend coating for candy and hot food wrappers. Leonard S. Levitt.	August	41
WEIGHTS AND MEASURES		
Federal legislation of interest to food producers	July	102
WEIGHING MACHINES		
Aluminum speed scale; Detecto-Gram Scales	November	84
Checking and production scale; Exact Weight Scale Co.	October	96
Vibratory feed weigher; Triangle Package Machinery Co.	November	82
	May	114
Whelan Stores. *See* United Cigar Whelan Stores.		
Williams, J. B., Co.—Plastic shaving stick holder; annual gift container	December	29
Williamson Candy Co.—Automatic wrapping of irregular product (Oh Henry candy bars)	October	90
WINDOW DISPLAYS		
Bulb display promotion; consumer testing activities of General Electric Co. N. W. Townsend	February	73
Commercial murals for forceful Christmas display. W. L. Stensgaard	May	95
Dummy cartons	June	89
Glamor girl for razor blades; Gillette Safety Razor Co.	April	83
Hardware methods and practices	June	62
"Home for Christmas" theme, integrated display and advertising plan; Seagram's	December	70
Hosiery in golden ballet slipper; Aberle, Inc.	December	46
Illumination; effect on design and sales	September	40
Linking home (health) defense with hemisphere defense; E. R. Squibb & Sons	July	71
Pioneer characters as background for Powder Horn whiskey bottles; G. F. Heublein & Bro.	February	60
Skate carry kit (airplane theme); Boston Athletic Shoe Co.	December	48
Transparent cellulose bags, with sales messages printed in primary colors, containing Pioneer Clams bags; miniature billboards; G. P. Halferty Co.	April	53
V-Belts in orange and black boxes; The Dayton Rubber Mfg. Co.	August	62
Vitamin products; Upjohn Co.	November	73
Wine. *See* Alcoholic Beverages.		
Wolf retail awards	February	94
Wooden boxes. *See* Set-up Boxes; Wood.		
WOODENWARE PRODUCTS		
Child-appeal ideas in clothes pin package with front window panel; Spencer Wood Products Co.	January	52
WRAPPING MACHINES		
Automatic machine for cylindrical objects; Richard Machine Co.	March	318
Automatic packaging of cracker products; Austin Packing Co.	November	81
Automatic wrapper for candy bars, etc.; Package Machinery Co.	March	315
Automatic wrapper for packaging magazines and newspapers; Package Machinery Co.	August	100
Automatic wrapping of razor blades; Pal Blade Co.	June	45
Irregular product (Oh Henry candy bars) automatically wrapped; Williamson Candy Co.	October	90
Semi-automatic wrapper—Baker's Special; Scandia Mfg. Co.	December	78
Tape-bandage wrapper; Package Machinery Co.	September	92
Three-in-one gum wrapper	June	44
WRAPPING MATERIALS		
Standardized background pattern for textile packages; Kendall Mills	October	51
Transparent packaging material; selection of right type. D. S. Hopping	April	105
Wrapping Supply Manual (reviewed); Store Management Group of National Retail Dry Goods Assn.	October	100
See also Cellulose; Fancy Papers; Foil; Paper.		
Wrigley, Wm., Jr., Co.—Waxed paper chewing gum wrappers, replacing aluminum foil	July	38
Wrisley, Allen B., Distributing Co.—Gift note as keynote for toiletry package designs	October	59
Z		
Zinc replacement by synthetic product; Roxalin Flexible Lacquer Co.	August	99

AUTHORS' INDEX

	Month	Page
A		
AGNEW, HUGH E. Marketing policies (reviewed)	May	118
AMICK, CHARLES L. Let light boost your output; fluorescent lighting systems	August	90
ARNOLD, C. L. How to test consumer food preferences; summary of address	August	70
B		
BAKER, DENYS VAL. British packages carry on; wartime opportunism	February	34
"Plastics in packaging" situation in England	May	70
Supply, product and labor packaging problems in England	August	48
Wartime economy; standardization of products and effect on packaging	June	68
Wartime packaging in Britain	April	39
BARBOUR, R. J. Plastic parts and plastic packages for "5 and 10" products; summary of address	April	105
BASS, SHAILER L. Ethylcellulose rigid container sheeting	September	88
BIEGELEISEN, J. I. The Silk Screen Printing Process (reviewed)	March	320
BIRREN, FABER. The Story of Color (reviewed)	January	82
Texture, a plus quality in the use of ink; illustrations and check-list	February	41
BRISTOL, W. M., JR. For production managers; problems under war economy conditions	June	36
BUSENBARK, E. J. The Silk Screen Printing Process (reviewed)	March	320
BYRD, HARRY FLOOD. Letter on standardization of apple packages	July	28
C		
CAMPINS, F. C. Versatility in gluing mechanisms; requirements of different types of packaging materials; summary of address	April	70
CARLSON, T. A. Corrugated board and its component parts as engineering materials; summary of address.	April	72
CARLTON, HARRY. The Frozen Food Industry (reviewed)	June	98
COCKRELL, W. D. An (electric) eye for results; uses in the packaging industry	June	37
D		
DULMAGE, F. C., JR. Ethylcellulose rigid container sheeting	September	88
E		
EMLEY, WARREN. Permeability of containers to water vapor; summary of address	April	66
F		
FABRICANT, SOLOMON. Output of manufacturing industries 1899–1937 (reviewed)	May	118
FAIR, ERNEST W. Time and motion procedure in the packaging department	June	39
G		
GONDA, F. D. The Christmas display; manufacturer's treatment of old symbols	May	99

	Month	Page
The cooperative idea in display; securing dealer good-will	December	65
GORDON, ROBERT. Protective coatings; factors involved in use of lacquers and lacquer coatings	August	35

H

HECHT, FRED C. Case history of informative labeling; summary of address	April	60
HOCHULI, W. Sealed containers for oil replacing bulk distribution; summary of address	April	62
HOPPING, D. S. Transparent packaging; selection of materials; summary of address	April	105
HORNUNG, CLARENCE P. The trade-mark marks the package; notable examples	September	47
HOUGHTON, DALE. Marketing policies (reviewed)	May	118

I

INSTITUTE OF PACKAGE RESEARCH. Can label (fruit and vegetable) study based on Franzen-Meloy data; color and size	January	23
If war comes; economic changes affecting package industries	November	31
Package testing: physical characteristics (New York's Container Testing Laboratories, Inc.); consumer and dealer reaction to design; display effectiveness (Lincoln Jones); a survey	October	35
The specification of transparent containers; a survey	April	29
The store and the package; retail environment's effect on design	September	33
ISKAR, R. A. Army experiments on food containers; summary of address	August	68

J

JONES, JESSE H. Telegram re. 10th annual exhibit of *Modern Packaging*	April	42

K

KING, STANLEY L. "Window cans" of metal and plastic find growing usage	December	60

L

LAMBELET, CARL H. Mechanization; factors to be considered; summary of address	April	105
LATHROP, PALMER J. Making hand labor effective; motion study	July	80
LEEMING, JOSEPH. Modern Export Packing (reviewed)	October	98
LEVITT, LEONARD S. Wax that "blooms"; synthetic blend coating for candy and hot food wrappers	August	41
LÉVY-HAWES, FELIX. Transparent packaging for toiletries	November	66
LILIENFIELD, CHAS. H. Prepackaged food; cost comparison with bulk handling and selling in retail stores; summary of address	April	62
LIPPINCOTT, J. GORDON. Planning plastic displays; development of techniques	September	75
LONGYEAR, WILLIAM. Type Specimens for Layout, Printing, Lettering (reviewed)	April	106
LUHRS, A. W. Packing and shipping specifications on Army and Navy shipments; summary of address	April	72

M

MARQUIS, RALPH E. Lumber vs. fibre containers for shipments; summary of address	April	70
McDONALD, STERLING B. Color—How to Use It (reviewed)	March	320
MOON, H. A. Analyzing packaging operation costs	November	77

O

O'KANE, W. C. Prevention of insect infestation of food; summary of address	August	68

P

PAIGE, RICHARD EATON. Sculptured folding boxes; development of compensated scoring	October	49
PISCIOTTA, ALEX. Standardization of packaged goods; summary of address	April	68
PUTNAM, ROGER L. For machinery manufacturers; readjustment to meet customers' orders and to meet National Defense demands	June	35

R

ROSS, WALTER S. "Ethical" packaging plant; operating technique; manual operations; Hoffmann-La Roche	August	87
Packages are in the Army now; specifications for different types	May	78

S

SANBORN, J. R. Microbiology of paper containers used in food packaging	August	46
SIEFF, I. M. How the warring countries have met their packaging problems; summary of address	April	68
SOUTHWICK, C. A. Current trends in food packaging; need of better protective materials, etc.; summary of address	August	68
STENSGAARD, W. L. Display as a factor in package merchandising; summary of address	April	68
Forceful Christmas display; commercial murals	May	95

T

THROCKMORTON, E. A. Economics of packaging; pre-packing on the part of the manufacturers; summary of address	April	60
TOWNSEND, N. W. How G-E promotes bulb display; consumer testing activities	February	73

V

Van VORIS, ARTHUR H. Out from under the bushel; hardware display methods and practices	June	60

W

WARRICK, WOODWARD A. Roller chain drive maintenance	July	82
WORK, PAUL. Progress in vegetable packing; lettuce, carrots, potatoes	February	29

THIS IS VOLUME 14 OF MODERN PACKAGING

Speaking for itself

There's no better proof of Modern Packaging's complete reporting and authoritative surveying of the fast-moving packaging field than this Index to Volume 14. You hold in your hand the key to a year in packaging, whether your interest be in foods or textiles, toothbrushes or cosmetics; whether you are interested in new materials or would like to know what other manufacturers are doing about priorities; whether you are a set-up box user or a buyer of folding cartons. From Adhesives to Zinc in over a thousand articles there are a good ten-thousand ideas in *usable* form to be applied to your packaging problem. It is Modern Packaging's *usefulness* that is at the root of its use and acceptance—even though it is beautiful and attractive, even though it offers actual samples of packaging materials through swatches and inserts, even though it is plentifully illustrated. Its subscribers' renewal rate—one of the highest in any field of publishing—is ample proof of its usefulness to subscribers in the packaging industries: foods, drugs, cosmetics, jewelry, sporting goods, etc. Send for a free sample copy on your letterhead.

U. S. only Subscriptions—$5.00 for 1 year (12 issues)
$8.00 for 2 years (24 issues) Foreign Higher

MODERN PACKAGING *Magazine*

BRESKIN PUBLISHING CORPORATION — 122 E. 42nd Street, New York City